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BAYSIDE DISTRICT SPECIFIC PLAN

JANUARY 1996

POLICY AND PLANNING ANALYSIS DIVISION
PLANNING AND COMMUNITY DEVELOPMENT DEPARTMENT
CITY OF SANTA MONICA

BAYSIDE DISTRICT SPECIFIC PLAN

ADOPTED
JANUARY 23, 1996

Policy and Planning Analysis Division
Planning and Community Development Department
City of Santa Monica

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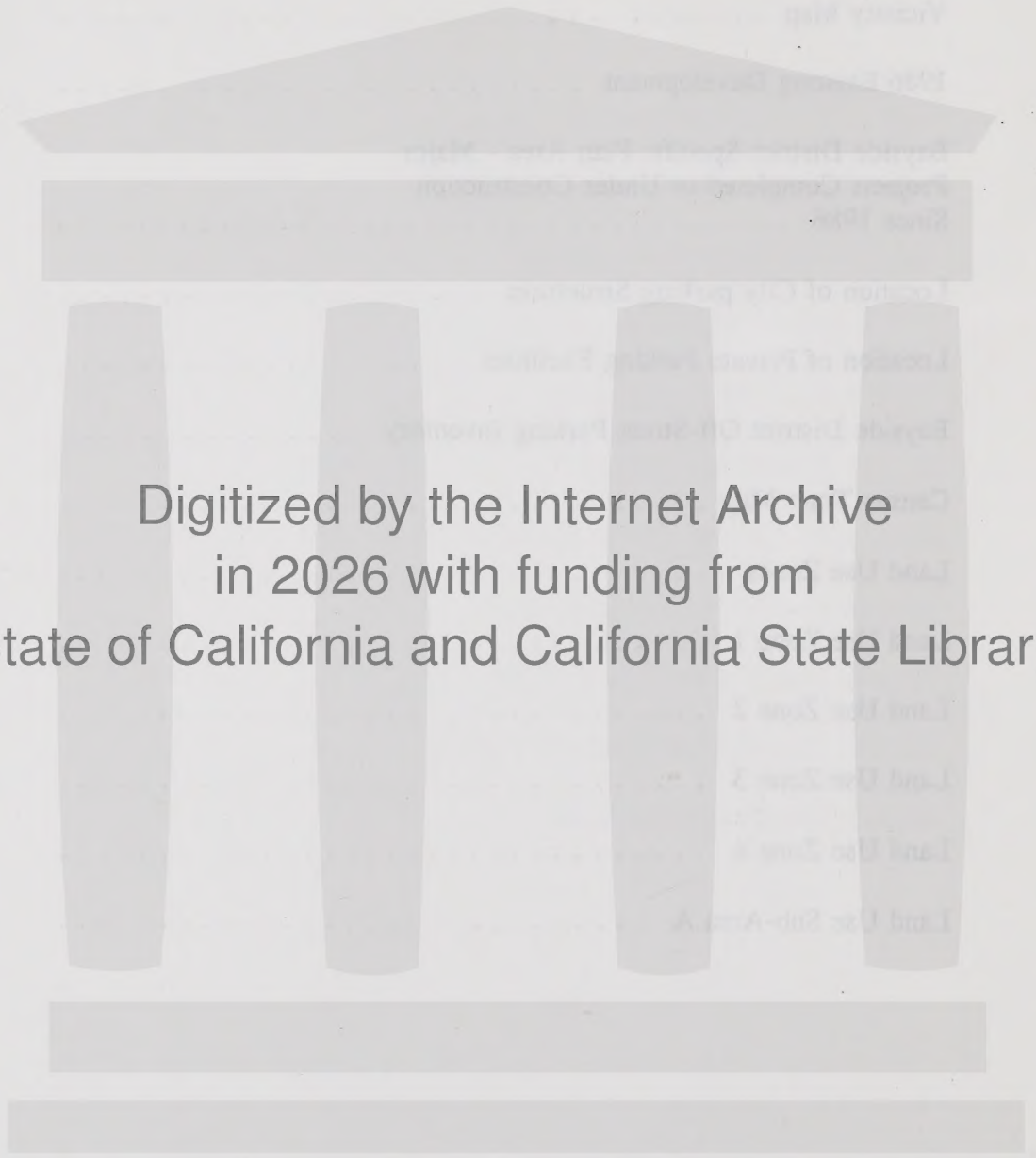

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1.0 INTRODUCTION

1.1 PURPOSE

The Third Street Mall Specific Plan was originally adopted in 1986 to provide a framework of strategies to revitalize Santa Monica's downtown pedestrian mall and surrounding peripheral areas. Included in this plan were policies geared toward enhancing the area's economic activity through the encouragement of specified land uses as well as physical improvements to be implemented by the City in concert with the Third Street Development Corporation (TSDC) and private sector developers. The policies and recommended actions were intended to reverse the pattern of decline, deterioration, and disinvestment which had characterized Santa Monica's downtown core area since the 1960s.

The Specific Plan has successfully achieved many of the initial goals to improve the physical character of the downtown area and create an active pedestrian environment during both daytime and nighttime hours. The Plan focused on providing for a diversity of uses, activities, business and job opportunities that would serve all City residents and visitors. Through this transformation from a depressed downtown to an active and vital City Center, the Plan intended to foster an environment which would be characterized by its pedestrian oriented, mixed use character and scale, open air environment, and unique public amenities.

Since the adoption of the Specific Plan the area has seen a tremendous amount of private investment as well as extensive public improvements. In September 1989, following twelve months of construction, a redesign of the Mall public spaces was completed and the area was renamed the Third Street Promenade. The public improvements included the elimination of the pedestrian-only mall and the creation of a two-way road to allow for vehicular movement, if desired. The redesign also included retail pavilions along the central portion of the 1200 and 1400 blocks of the Promenade, landscaping and water elements, public benches, street lamps, signage, and banners. In addition, a competition for public art resulted in the selection of topiary dinosaur sculptures, which are located in the central landscaped area of each block.

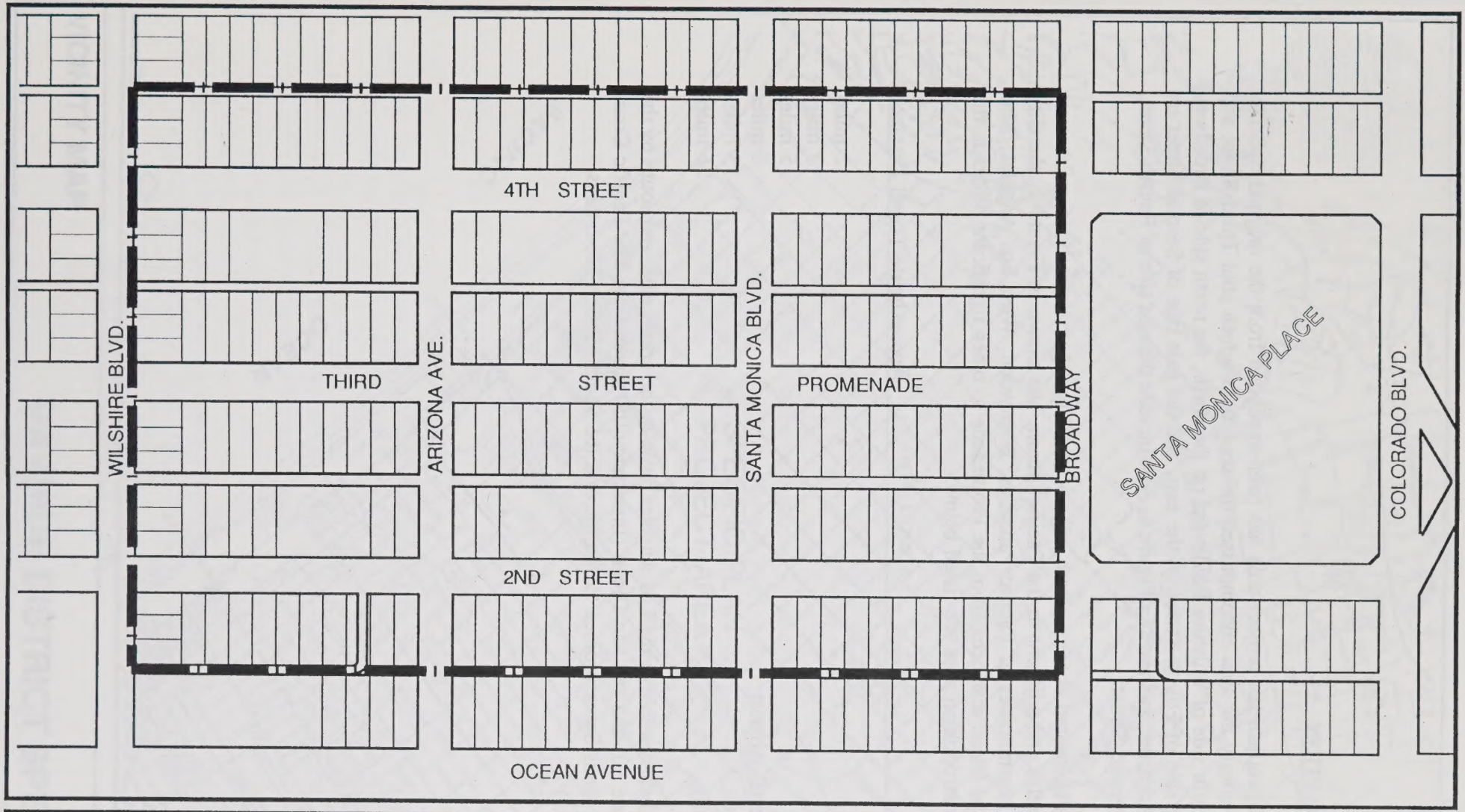
Private development projects have included mixed use development such as Janss Court, which combines movie theaters, restaurants, office space and apartment units into a 118,380 square foot building. Other projects that have been instrumental in the revitalization of area and have encouraged increased pedestrian activity are the Mann Criterion and AMC multi-screen movie theater complexes, numerous restaurants, and new office development at Fourth Street and Arizona Avenue and the Promenade and Arizona Avenue.

As a result of the growth that has occurred since the adoption of the original Third Street Mall Specific Plan, the City Council determined that the Plan should undergo a revision to provide

goals for the future. This revised Specific Plan update provides the opportunity to reevaluate the goals, objectives, and policies that govern land uses in this vital portion of Santa Monica to ensure that the Plan continues to address the area's needs. In particular, goals and policies have been redirected to emphasize the enhancement of the existing activity level in the 1300 and 1400 blocks of the Promenade through the addition of retail uses and to continue the revitalization of the 1200 block of the Promenade as well as the entire Bayside District.

The Plan focuses on encouraging uses that will generate pedestrian activity on Second and Fourth Streets as well as the cross streets of Wilshire Boulevard, Arizona Avenue, Santa Monica Boulevard, and Broadway. To accomplish this, the Plan emphasizes the need for additional retail services, and provides incentives for the development of housing within the Specific Plan area and for the provision of passageway links from the public parking structures to the Promenade. In a short amount of time the Bayside District has become the activity focus of Santa Monica. It represents the nucleus of the City where residents and visitors may find a mix of residential, retail, entertainment, office, and dining opportunities. This type of multi faceted environment is unique in Southern California. Therefore, the purpose of this Specific Plan is to provide a framework for maintaining the area's character while allowing for continued revitalization.

The Specific Plan establishes the regulations, programs, and legislation which are required for the systematic execution of the General Plan.



BAYSIDE DISTRICT SPECIFIC PLAN PROJECT AREA

Figure 1
BAYSIDE DISTRICT SPECIFIC PLAN

Scale
0 200 400 600

North

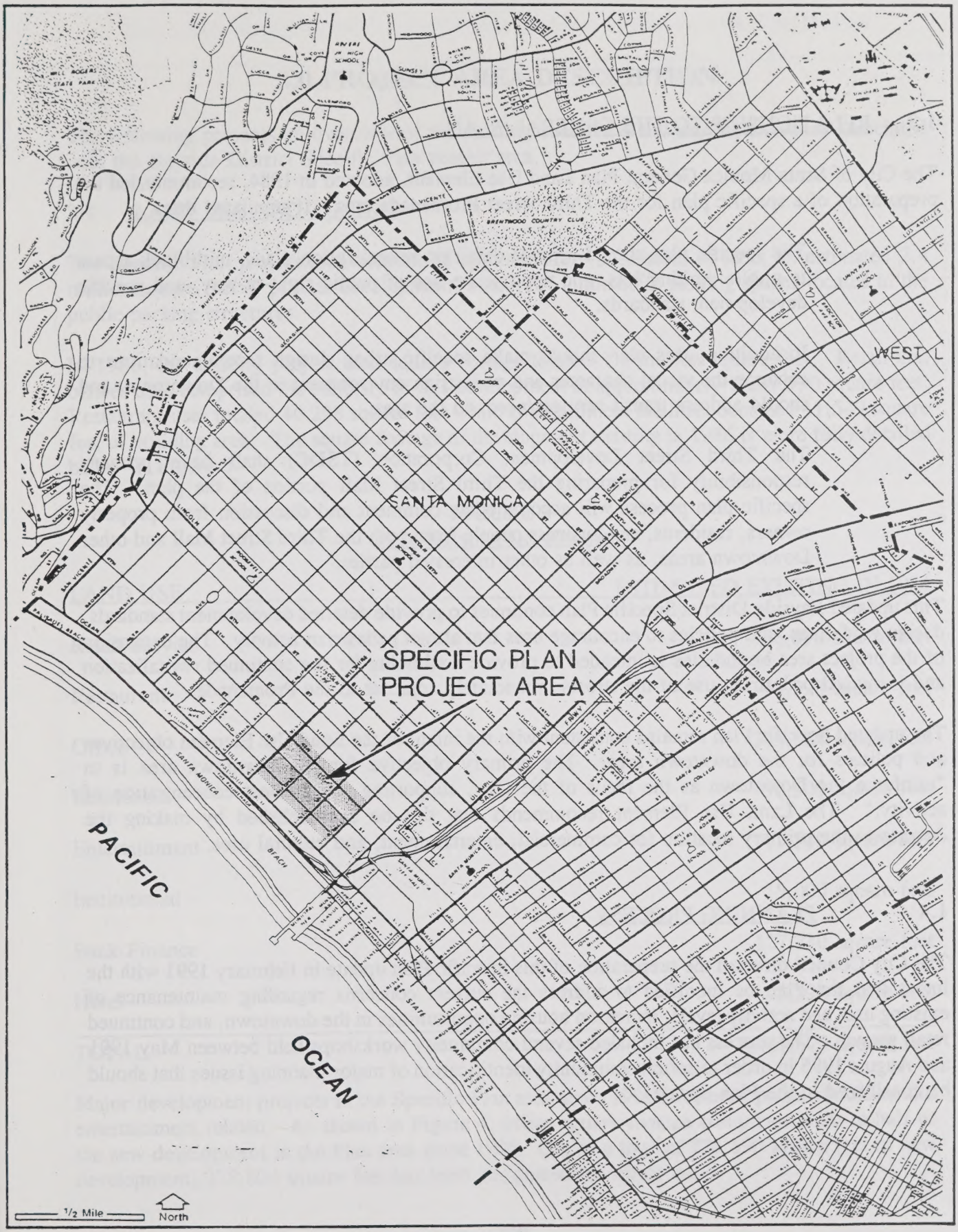
1.2 PROJECT LOCATION

The Bayside District Specific Plan project area has been expanded from the original Specific Plan boundaries. Previously the area encompassed the six blocks which abut Third Street and was bounded by the south side of Wilshire Boulevard on the north, the north side of Broadway on the south, the west side of Fourth Street on the east, and the east side of Second Street on the west. The new boundaries, as shown in Figure 1, now include the east side of Fourth Street, and the west side of Second Street.

The Specific Plan area is located at the western edge of the City, approximately 15 miles west of downtown Los Angeles and adjacent to the Pacific Ocean. As shown in Figure 2, the City is surrounded by the communities of Pacific Palisades, Brentwood, West Los Angeles, Mar Vista, and Venice. The travel distances from the Promenade to other significant points in the greater Los Angeles metropolitan area are listed below.

Location	Approximate Travel Distance
Marina del Rey	2 miles
UCLA	3 miles
Beverly Hills	5 miles
Los Angeles International Airport	6 miles
Downtown Los Angeles	15 miles
Pasadena	26 miles

Santa Monica is directly accessible to the Los Angeles basin to the north, east, and south by the Santa Monica (Interstate 10) and the San Diego (Interstate 405) Freeways. The Pacific Coast Highway, to the west, links Santa Monica to Malibu and the Santa Monica Mountains.



VICINITY MAP

Figure 2
BAYSIDE DISTRICT SPECIFIC PLAN

1.3 RELATIONSHIP TO THE GENERAL PLAN

The City of Santa Monica General Plan Land Use Element, adopted in 1984, recommended the preparation of a specific plan for the Third Street Promenade area. It stipulated that:

> The specific plan should provide detail on revitalization plans, mid-block access to public parking lots, and appropriate use of public right-of-way, and specific development standards.
>
> In addition, this plan should make specific urban design recommendations to enhance the visual character and pedestrian environment in the Downtown, and should address transit services/needs in the area.
>
> The Third Street Development Corporation (TSDC) shall have primary responsibility for preparing the Third Street Mall portion of the plan. The specific plan process will accommodate comment and discussion from property owners, residents, and business people from both the Third Street Mall and other Downtown areas, as well as other interested parties.

This updated Bayside District Specific Plan continues to provide detailed development standards, design guidelines, and policies to encourage uses that attract pedestrian activity. The expansion of the project area boundaries is intended to provide a stimulus for the continued revitalization and increased pedestrian use of the streets immediately adjacent to the Promenade.

The updated Specific Plan remains consistent with the intent of the Land Use Element objectives and policies for the downtown area. The primary objective for the downtown area is to "reinforce the Downtown as the focus of the City, supporting the greatest concentration of activity." The Land Use Element recommends that this be accomplished by making the downtown the primary location for commercial, entertainment, and cultural uses.

1.4 PLANNING PROCESS

The City Council directed the preparation of this Specific Plan update in February 1991 with the intent that the Plan be modified to address the current concerns regarding maintenance of existing uses and activity levels, increased housing opportunities in the downtown, and continued retail growth. The process has included several community workshops held between May 1991 and August 1995 in order to solicit community identification of major planning issues that should be considered in the Plan update.

2.0 PROJECT AREA DESCRIPTION

The following presents an overview of the existing conditions and significant issues associated with the Bayside District Specific Plan project area.

2.1 LAND USE AND ZONING

The Specific Plan project area consists of approximately 37.2 acres of land, an estimated 2.4 million square feet of private development, and 3,127 automobile parking spaces located in the public parking structures.

In 1986, the existing project area square footage totaled 1.8 million square feet. Retail and offices uses comprised the majority of this development at approximately 1,239,930 square feet. Restaurant uses totaled 46,298 square feet while entertainment facilities occupied 11,549 square feet of building area. The square footage of development existing in 1986 is more fully detailed below in Figure 3.

FIGURE 3
1986 Existing Development

LAND USE	ESTIMATED EXISTING IN 1986
Retail/Service	736,896 square feet
Restaurant	46,298 square feet
Office	375,824 square feet
Residential	92,500 square feet
Entertainment	11,549 square feet
Institutional	15,000 square feet
Bank/Finance	127,210 square feet
Hotel	42,298 square feet
TOTAL	1,447,575 square feet

Major development projects in the Specific Plan area since 1986 have been primarily office and entertainment related. As shown in Figure 4, office square footage comprises close to half of the new development in the Plan area since 1986. Out of a total of 774,190 square feet of new development, 338,804 square feet has been designated for office use.

FIGURE 4
BAYSIDE DISTRICT PROJECTS COMPLETED OR UNDER CONSTRUCTION SINCE 1986

PROJECT	*RETAIL SQUARE FOOTAGE	OFFICE SQUARE FOOTAGE	THEATER SQUARE FOOTAGE	# OF UNITS	# OF PARKING SPACES	TOTAL SQUARE FOOTAGE	SQUARE FOOTAGE EXISTING	SQUARE FOOTAGE NET NEW
JANSS PROJECT 1333 SECOND STREET	4,000	73,509	-	-	262	77,509	-	77,509
UNION HALL 1410 SECOND STREET	5,937	9,063	-	-	-	15,000	8,840	6,160
BARNES AND NOBLE 1201 THIRD STREET	45,279	-	-	-	-	45,279	25,458	19,821
VAN TILBURG BUILDING 1260 THIRD STREET	5,800	16,700	-	-	18	22,500	11,500	11,000
AMC 7 SCREEN 1300 THIRD STREET	-	-	45,000 **(2100)	-	-	45,000	30,000	15,000
MANN 6 SCREEN 1301 THIRD STREET	-	-	32,391 **(1583)	-	-	32,391	13,950	18,441
CRITERION PLAZA 1315 THIRD STREET	9,619	16,090	-	-	-	26,709	6,000	20,709
BORDER'S BUILDING 1415 THIRD STREET	33,750	-	-	-	-	33,750	3,200	30,550
MARIO'S 1444 THIRD STREET	4,550	-	-	-	-	4,550	4,000	550
SEARCH BUILDERS 1250 FOURTH STREET	18,450	75,665	-	-	313	94,115	12,000	82,115
MIKO BUILDING 301 ARIZONA AVENUE	4,656	17,744	-	-	15	22,400	9,000	13,400
JANSS COURT 301 BROADWAY	13,104	50,880	20,694 **(1120)	32	203	131,041	50,000	81,041
STEP UP ON SECOND 1328 2ND STREET	5,846	-	-	36	-	22,271	7,100	15,171
SRO HOUSING 1423 2ND STREET	6,300	-	-	44	-	31,775	-	31,775
TOYS R US 401 SANTA MONICA BLVD.	51,124	-	-	-	-	51,124	58,140	-7,016
ETHICAL DRUGS SITE 1402 3RD STREET	17,621	4,879	-	-	-	22,500	17,500	5,000
DISNEY STORE BUILDING 1337 3RD STREET	7,410	13,090	-	-	-	20,500	21,660	-1,160
RETAIL/OFFICE BUILDING 1341 4TH STREET	9,000	20,500	-	-	-	29,500	13,900	15,600
IMPROV BUILDING 321 SANTA MONICA BLVD.	10,592	11,429	-	-	-	22,021	16,263	5,758
WENNER BUILDING 1334 3RD STREET	5,000	19,255	-	-	-	24,255	7,750	16,505
TOTAL	258,038	338,804	98,085 **(4803)	112	811	774,190	316,261	457,929

* Includes Restaurant Space
** Number of Theatre Seats

As a result of the policies in the original Third Street Mall Specific Plan, entertainment and restaurant uses have increased substantially since 1986. Today, 124,210 square feet of development is entertainment related, of which 98,085 square feet is new movie theater development. A recent survey of restaurant and alcohol outlets in the downtown area found that there are 68 restaurants in Specific Plan area. Out of this group 42 facilities have alcohol licenses.

The following is a summary of the key land use and zoning issues.

A. The Street level of the Bayside District Specific Plan project area is largely characterized by restaurant, movie theater, and entertainment activity during both the day time and evening hours. In particular, during the evening hours the area becomes a regional activity center. This mix of uses is largely the result of the policies set forth in the 1986 Third Street Mall Specific Plan, which encouraged the development of such uses to attract patrons to the area and increase the pedestrian density. In the Promenade's new role as both a local and regional entertainment center, the following new issues have emerged:

- Increasing the retail component in the Specific Plan area has been identified as a high priority by both City residents and area users.

- Encouraging residential uses on the upper levels of multi story structures both along the Promenade and on the peripheral streets. Any additional uses located between the ground floor use and the residential units may include offices or artist studios, but these uses should serve to buffer the residential units from the street level activity.

- Increasing not only the housing opportunities in the area, but especially the affordable housing opportunities.

- Improving management of the outdoor spaces of the Bayside District area, including specifically maintenance and security.

- Revitalizing the 1200 block of the Promenade by attracting appropriate destination uses, including anchor retail establishments and an appropriate mix of restaurant and entertainment uses.

- Continuing effort to create a calendar of public events and organized activities in the Promenade public spaces which directly appeal to senior citizens, children, people from a wide variety of socio-economic backgrounds, and varying cultures.

- Expanding the plan area boundaries to encompass the areas immediately adjacent to the Promenade or located in the Parking Assessment District which are impacted by the area activity but are not benefited by inclusion in the Specific

Plan.

- Providing for greater emphasis on the revitalization of Second Street, Fourth Street, and the Promenade cross streets of Wilshire Boulevard, Arizona Avenue, Santa Monica Boulevard, and Broadway through urban design techniques, design guidelines for new construction, additional passageway linkages to the Promenade, special events, security, and maintenance.

2.2 ARCHITECTURE

Existing buildings within the Bayside District Specific Plan project area are characterized by a variety of architectural styles, a mix of older buildings, some with historic significance, and new construction, as well as a combination of low scale, single story buildings and multi story mixed use developments. Despite the influx of new development during the past five years, opportunities continue to exist for new construction. Emerging issues include:

- The Bayside District Specific Plan project area contains structures characterized by a mix of architectural styles. Many exhibit significant historic architectural details. These structures could be recognized and enhanced through rehabilitation, thereby retaining a unique and identifiable quality in the area.

- New project design should continue to consider the pedestrian scale and character of this downtown area, particularly at the Promenade cross streets and peripheral boundaries.

- Any planned building rehabilitations should be sensitive to the structure's original character, defining architectural design details and to the pedestrian environment of the Promenade.

2.3 URBAN DESIGN

While substantial public improvements have occurred along the Third Street Promenade, consideration of parking structure pedestrian access and the incorporation of the expanded Plan boundary areas into the district's physical and visual environment are among the additional urban design issues to be considered. These issues are as follows:

- Lack of clear transitions and linkages from the Promenade to the two major neighborhood off site uses, Palisades Park and the Santa Monica Pier.

- While physical improvements have been completed in the alley ways, such as lighting, signage, and landscaping, additional functional and design related issues remain. Common loading and trash enclosures are needed as are pedestrian

entries to buildings from the alleys.

- Develop strategies to extend the revitalization of economic activity to Second Street and Fourth Street as well as the cross streets by creating more effective linkages to the Promenade area, in particular, urban design mechanisms such as signage, tree lighting, maintenance services, public benches, light standards, or paving.

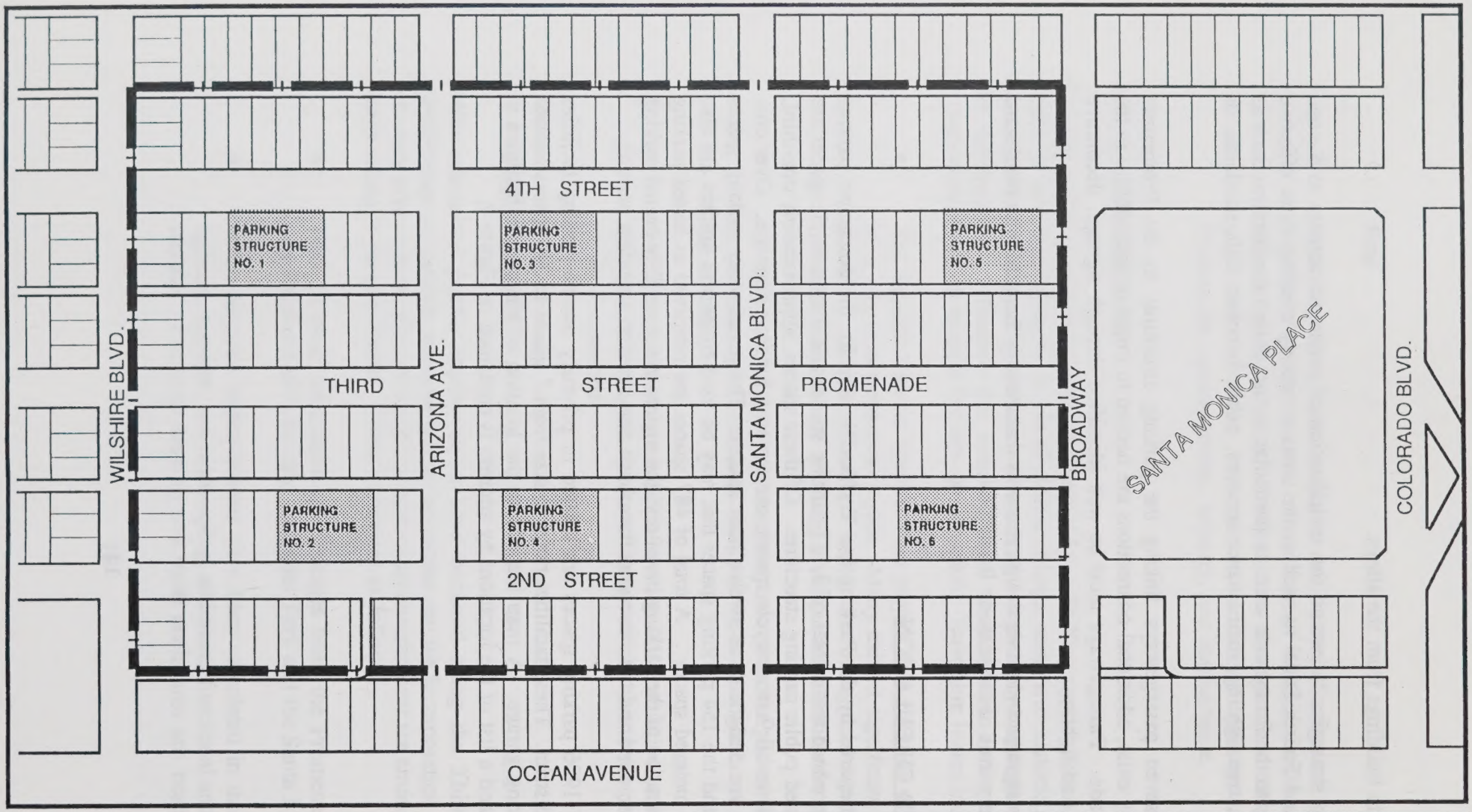
- While seven passageways linking the parking structures to the Promenade currently exist, additional connections are needed to improve accessibility to the Promenade. Passageways must be well identified through signage, decorative paving, and lighting.

- Develop signage and urban design elements that identify Santa Monica Boulevard as the terminus of the historic Route 66.

2.4 PARKING AND CIRCULATION

A parking inventory prepared by the Parking and Traffic Division for the downtown parking assessment district determined that a total of 3,127 parking spaces and 9 motorcycle spaces are located in the City owned public parking structures. Of these spaces, approximately one-third, or 1,133 spaces as well as all 9 motorcycle spaces, are metered for four hour use. Over one-third, or 1353 spaces, are designated as twelve hour spaces. The permit only parking spaces have been eliminated and the 154 parking spaces that may be used by permit holders are also available as four hour metered spaces . A total of 487 spaces are restricted as leased parking spaces. Since the preparation of the parking inventory, the meters in the six City owned parking structures have been removed and the structures have been converted to attendant parking.

In addition, a total of 1906 parking spaces are located in privately owned parking facilities within the assessment district. These facilities range in size from 7 spaces to 340 spaces located in a subterranean parking garage. A map identifying the location of the private facilities is contained in Figure 6 and a list of the locations by address is contained in Figure 7.



LOCATION OF CITY PARKING STRUCTURES

Figure 5
BAYSIDE DISTRICT SPECIFIC PLAN

North

Scale
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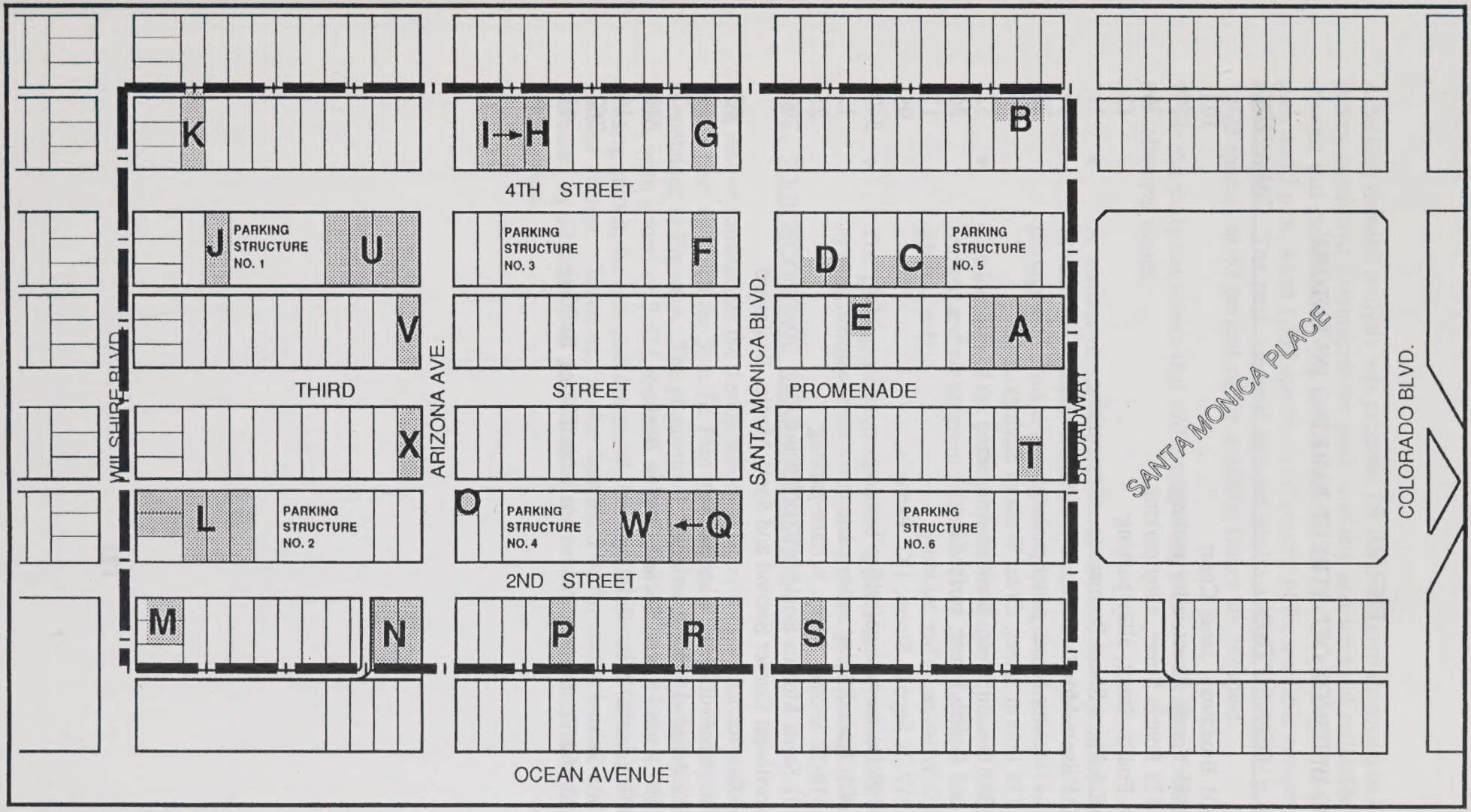


LOCATION OF PRIVATE PARKING FACILITIES

Figure 6
BAYSIDE DISTRICT SPECIFIC PLAN

North

Scale
0 200 400 600

FIGURE 7

BAYSIDE DISTRICT OFF-STREET PARKING INVENTORY

LOT	DESCRIPTION	CAPACITY
A	301 Broadway, Janss Court	193
B	1455 Fourth Street, alley parking	27
C	1432 Fourth Street, alley parking	26
D	A Fourth Street, alley parking	12
E	1427 Third Street Promenade, alley parking	11
F	331 Santa Monica Boulevard, Home Savings	15
G	1347 Fourth Street, alley parking	28
H	1333 Fourth Street, Great Western Savings	36
I	1301 Fourth Street, Bank of America	52
J	1212 Fourth Street, surface lot	26
K	402 Wilshire, office building	17
L	1217-21 Second Street, J.C. Penny's	95
N	1299 Ocean Avenue, office building	340
O	1301 Second Street, alley parking	12
P	1318-22 Second Street, surface parking	25
Q	201 Santa Monica Boulevard, office building	260
R	Northwest Corner Second and Santa Monica Boulevard surface lot	95
S	1401 Second Street, alley parking	15
T	223 Broadway, alley parking	7
U	1250 Fourth Street, Security Pacific Bank	312
V	307 Arizona, Miko Building	14
W	1331 Second Street, office building	262
X	1256-60 Third Street Promenade, Van Tilburg Building	18

A parking demand analysis was prepared for the downtown structures in May 1991. The usage survey conducted determined the peak weekday and weekend utilization periods. The study showed that on weekdays the peak utilization for the six parking structures occurs between 1 p.m. and 2 p.m. when 1,892 spaces, or 62 percent of the available non-permit non-leased spaces are occupied. The peak weekend demand occurs at night between 9 p.m. and 10 p.m. when 1,923 spaces, or 63 percent of the available spaces are occupied.

While the study has shown that sufficient parking exists in the area, concerns remain regarding the following issues;

- A number of parking structures are not directly linked by passageways to the Promenade and some that exist are not well signed and/or are unattractive. All passageways should remain open during evening hours.

- The location of the parking spaces available in private facilities is not adequately marked and no program exists to insure these facilities are made available to the general public.

- The parking structures require upgrading; in particular, the elevators, lighting system, lobbies, restrooms, and signage graphics should be improved.

2.5 SOCIOECONOMIC CHARACTERISTICS

This section summarizes the demographic characteristics available from the 1990 Census for the census tract in which the Specific Plan project area is located. A map of the census tract area is contained in Figure 8. The population in the area declined by 5.7 percent between 1980 and 1990, with a total of 2,621 residents in 1980 and 2,472 in 1990. In addition, the number of housing units in the area also decreased, from 2,129 units in 1980 to 1,896 units in 1990, a 10.9 percent change. However, in the Specific Plan project area the number of housing units increased by 32 units. An additional 80 single room occupancy units have been approved for construction.

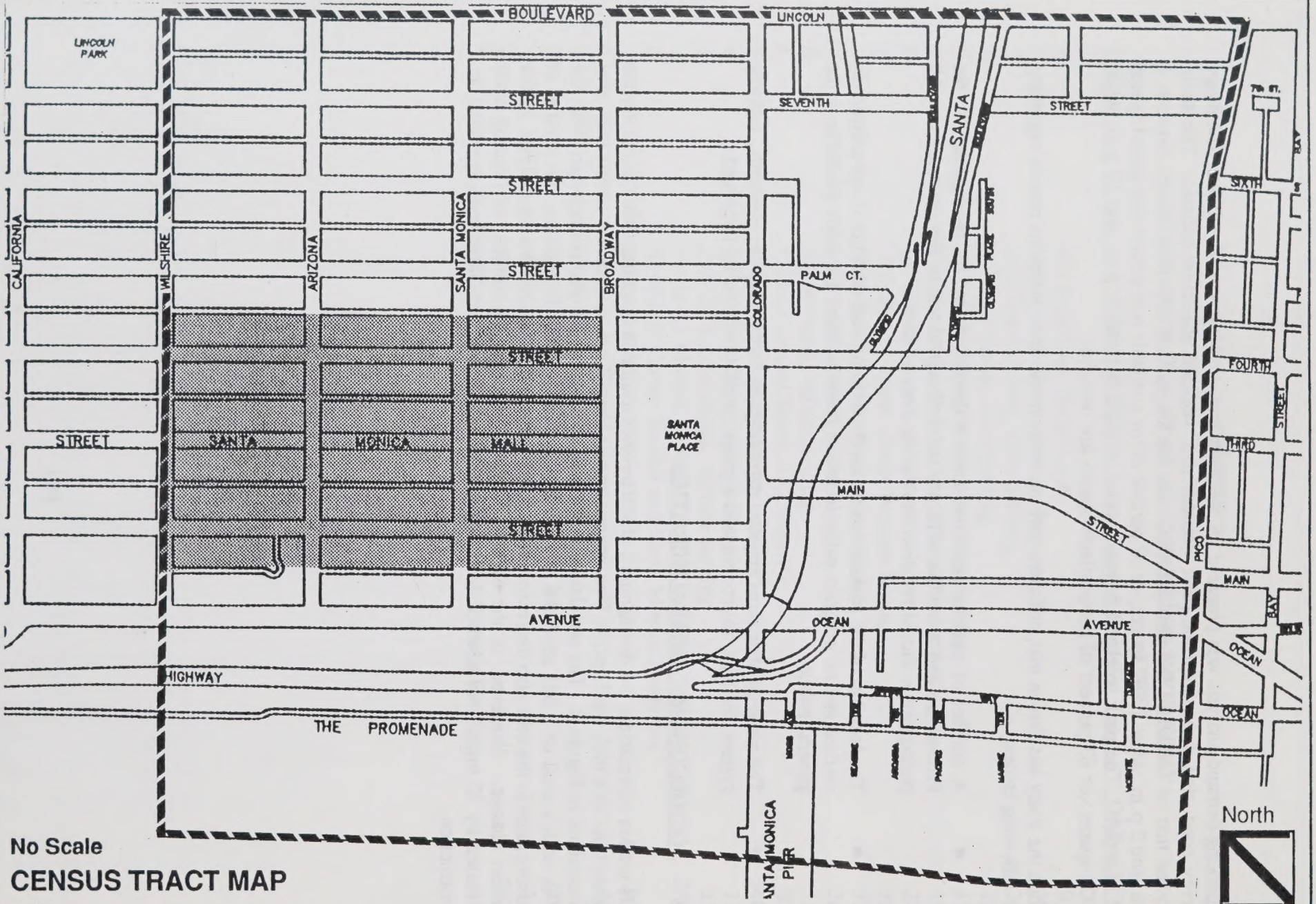


Figure 8
BAYSIDE DISTRICT SPECIFIC PLAN

3.0 PLAN FRAMEWORK: GOALS, GENERAL OBJECTIVES AND THEME

Functioning as the framework for this Specific Plan update is the goal, the general objectives, and the development theme which serve as the guideposts for the continued revitalization and management of the area. This section provides the basic framework for the set of detailed objectives and policies that follow in Sections 4 through 12.

3.1 GOAL

It shall be the goal of the City of Santa Monica to continue to revitalize the Bayside District area, in particular the 1200 block of the Promenade, as well as Second Street and Fourth Street and the cross streets of Wilshire Boulevard, Arizona Avenue, Santa Monica Boulevard, and Broadway. The revitalization plan should enhance and contribute to the unique qualities of the Bayside District and to its role as the principal center of community activity in Santa Monica. The Bayside District is notable in the Los Angeles area for its pedestrian oriented, open air environment. The Specific Plan should give special attention to nurturing the character of the Bayside District as a safe, comfortable, attractive and affordable center for dining, entertainment, and cultural and retail activity which serves persons of all ages who are from diverse social and economic strata, varied cultures, races and ethnicities, and who possess a range of interests. Sufficient office space and residential uses should be provided to supply the economic base for these community oriented activities.

3.2 GENERAL OBJECTIVES

A. Improve the economic and physical relationship of the Third Street Promenade as well as the entire Bayside District to major peripheral uses and destinations.

B. Attract and accommodate a mix of uses which serve the daytime and evening Bayside District residents, City-wide residents, as well as the many tourists and visitors to the Santa Monica area.

C. Accommodate new development compatible with the existing scale and character of the Bayside District, including the Third Street Promenade and surrounding streets within the Specific Plan boundaries.

D. Improve the physical and environmental character of the alleys consistent with their use as service, access, and pedestrian thoroughfares.

E. Perform adequate infrastructure and traffic circulation improvements to accommodate demands generated by the expanded use of the Bayside District Specific Plan area.

F. Provide a full range of transportation alternatives to and from the Promenade area.

G. Stimulate economic activity in the Bayside District area and the generation of new job and business opportunities for community residents.

H. Encourage uses and urban design elements on Second Street that will generate pedestrian and expanded retail activity and uses on Fourth Street that are compatible with its character as a transportation corridor into the downtown.

I. Emphasize the need for additional retail services for area residents, office workers, as well as the visitor population.

J. Encourage and provide incentives for the development of housing within the Specific Plan area, particularly on Second Street and Fourth Street where there are more opportunities for development.

3.3 DEVELOPMENT THEME

Santa Monica's Bayside District is a unique area with a combination of older buildings and new construction, entertainment, retail, restaurant, and business facilities as well as housing opportunities and pedestrian oriented public spaces located in an inviting outdoor setting. It represents one of the few open air, pedestrian oriented, commercial and residential environments in an oceanfront community in Southern California that is designed to serve both local residents and visitors to the area who possess a range of interests, diverse social and economic backgrounds, and varied reasons for being drawn to the many activities available in the District. These distinguishing attributes provide a character and quality, or theme, which can and should be enhanced to continue to make the Bayside District a vital community center and an area which succinctly defines Santa Monica's character. New developments, uses, building rehabilitations, public spaces, and design styles should be consistent with, as well as promote, this central theme.

3.4 SPECIFIC PLAN FORMAT

This Bayside District Specific Plan presents the detailed objectives and policies for nine elements: Land Use, Open Space, Parking and Circulation, Housing, Noise, Seismic Safety, Public Safety, Conservation, and Historic Preservation. The Specific Plan objectives and policies are organized in Elements similar to those contained in the City's adopted General Plan since the Specific Plan objectives and policies are intended to be consistent with and supplement General Plan objectives and policies by providing greater specificity and detail for the Bayside District Specific Plan project area.

4.0 SPECIFIC PLAN LAND USE ELEMENT

The Land Use Element of the Bayside District Specific Plan is presented in two subsections. The first describes the overall concepts and structure of uses for the planning area and the second presents the detailed objectives and policies. These objectives and policies include and expand upon the objectives and policies contained in the City's General Plan Land Use Element.

LAND USE OVERVIEW

The Bayside District Specific Plan provides for the maintenance and management of existing activity in the Plan area, while continuing to encourage the expansion of revitalization on Wilshire Boulevard, Arizona Avenue, Santa Monica Boulevard, Broadway, Second Street and Fourth and in the north block of the Third Street Promenade. The Bayside District continues to be conceived as the central core of the City and as the City's primary shopping and entertainment area. The district is intended to accommodate the daily and special shopping needs of nearby and district residents, to serve as an outdoor destination point for both residents and visitors, and to provide for new housing opportunities, office space, and dining, entertainment and cultural facilities.

The Specific Plan emphasizes the renovation and reuse of structures which display unique or historically important architectural or historic details. Any new construction shall be sensitive to and compatible with adjacent structures. As in the 1986 adopted Specific Plan, which stated that "...with the exception of a number of key sites, the existing Mall structures be retained, renovated, and/or adaptively reused or replaced with new structures of similar scale and character...", the Plan stresses the preservation of identified cultural resources and provides for policies and design guidelines to insure new construction is compatible with adjacent structures and the area's pedestrian character. Structures that have been identified as priorities for preservation are listed by address in the Specific Plan Historic Preservation Element.

The Plan limits ground floor uses along the Promenade to those which are pedestrian oriented. Among these are general and specialty retail, retail services, restaurants, entertainment, and cultural uses. Office, residential units, and other uses which are not pedestrian intensive are permitted on the upper floors. In addition, the ground floor of Promenade facing structures are permitted to be divided for a second retail, office, or service use with access provided from the alley.

On streets in the Bayside District Specific Plan area other than the Third Street Promenade, the Plan permits pedestrian oriented uses but, in addition, allows uses that are less pedestrian oriented such as offices at the rear third of a ground floor storefront, financial institutions, and personal and convenience services. Residential uses are also encouraged in this area through the provision of a height and floor area ratio bonus in exchange for the construction of housing units.

The project area zones and subarea overlay zones established in the 1986 Plan have been

consolidated and simplified. The Plan now provides for four primary zones and one overlay zone. Zone 1 is the designation for Promenade fronting parcels. Policies in this area are intended to allow for uses which create an interesting, active and human scale environment for pedestrians while enhancing the interaction between the second story commercial and residential uses and the Promenade open space.

Zones 2 and 3 establish policies for the Plan areas peripheral to the Promenade. These are the parcels fronting on the east side of Second Street and both sides of Fourth Street. This area is intended to reinforce and complement the activity and uses located on the Promenade through a combination of pedestrian oriented and service related retail businesses. In addition, incentives are provided to encourage the provision of affordable housing in this zone.

Zone 4 establishes policies for the Plan area located on the west side of Second Street. Permitted uses in this area are the same as for Zones 2 and 3, however, the building height and floor area ratio requirements remain consistent with the underlying C3 zoning.

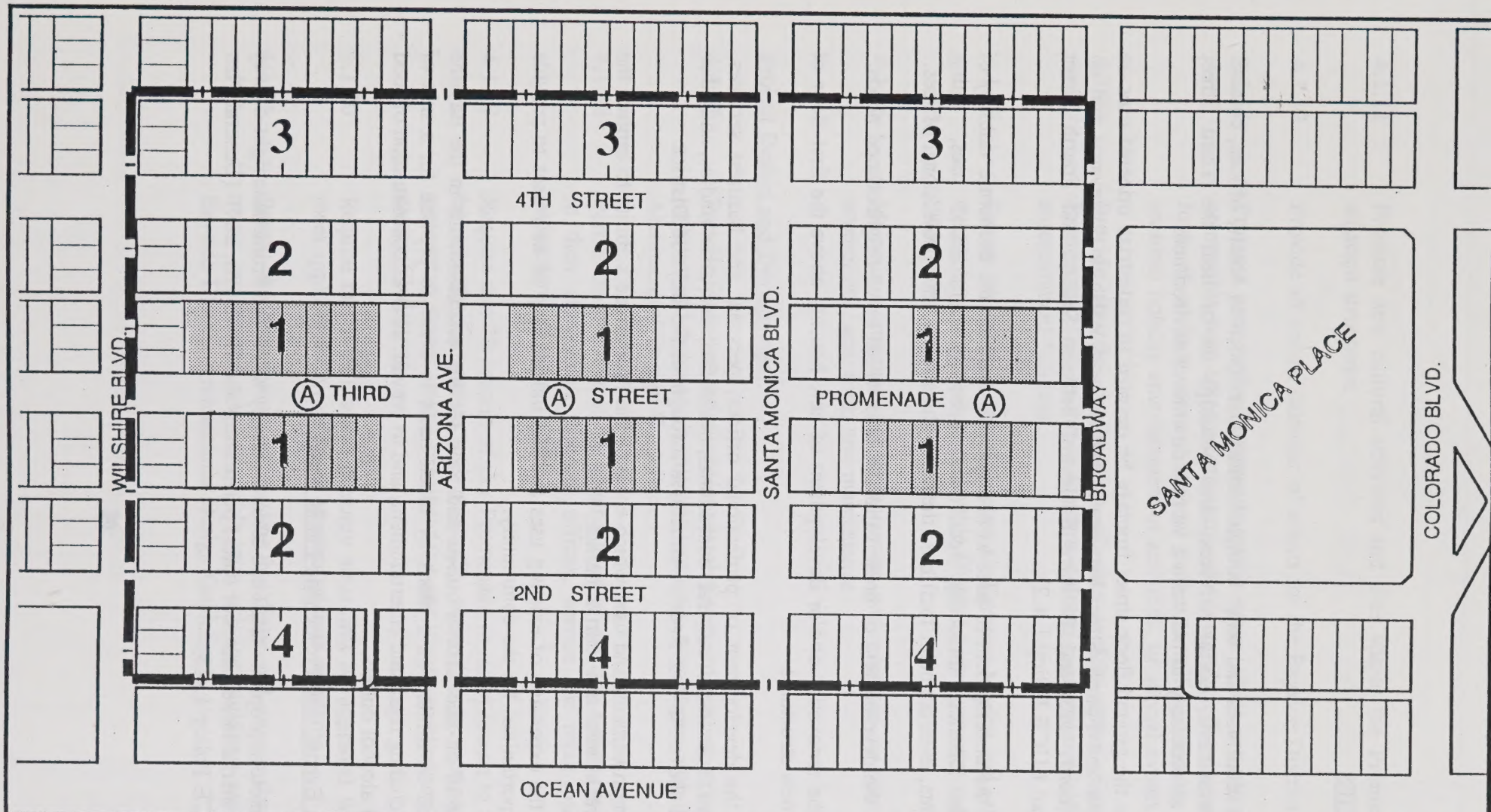
The Passageway Overlay Zone, Subarea A, encourages the provision of passageway structures to serve as links between the public parking structures and the promenade. In exchange for dedicating an easement to the City for a public passageway the developer receives a height and density bonus. A map of the land use zones is contained in Figure 9.

OBJECTIVES AND POLICIES

This section contains the Specific Plan objectives and policies which govern development in the Bayside District Specific Plan project area. The Specific Plan also incorporates policies which are contained in the General Plan Land Use Element. Additional policies are contained in this section which complement and provide more specific policy guidance for the Bayside District Specific Plan project area.

4.1 OBJECTIVE

Recognizing the important role the Bayside District can play in making Downtown the activity focus of the City, encourage the maintenance of existing facilities on the Third Street promenade and the expansion of retail uses, housing, and additional urban design elements throughout the Bayside District. Goods, services, and urban design features should be provided which address the needs of both existing residents living near and in the Bayside District and a wide range of consumers visiting the District.



LAND USE ZONES

Zones:

1 - Promenade Fronting Parcels

2 - East side of Second and West side of Fourth Street Fronting Parcels

3 - East side of Fourth Street Fronting Parcels

4 - West side of Second Street Fronting Parcels

Sub-Areas

A - Passageway Overlay Zone

Figure 9

BAYSIDE DISTRICT SPECIFIC PLAN

North

Scale

0 200 400 600

GENERAL POLICIES

Types of Uses

4.1.1 Concentrate retail uses and other complementary uses (such as hotels, offices, cultural facilities, restaurants, social services, and housing) on or near the Third Street Promenade as necessary to maintain a vibrant downtown environment.

4.1.2 Require that the ground floor street frontage be devoted to pedestrian oriented uses on Second Street and Fourth Street between Broadway and Wilshire Boulevards and on Broadway (north side) and Wilshire Boulevard between Second and Fourth Street (General Plan LUCE Policy 1.4.2).

4.1.3 Provide for the development of uses as necessary to maintain the economic viability of the Bayside District, including retail and specialty commercial uses, eating establishments, entertainment facilities (theaters, clubs, etc.), and professional offices.

4.1.4 Provide for the development or preservation of uses which serve neighborhood needs.

4.1.5 Allow for the renovation and/or development of new housing above the first floor of existing or new structures.

4.1.6 Encourage the development of professional offices, personal and business services, entertainment, restaurants, cultural, educational, health facilities, artist studios, and other related uses above the first floor of structures throughout the Bayside District.

4.1.7 Introduce improvements and uses which enhance the Promenade's ability to capture the significant residential and tourist market.

4.1.8 Encourage the expansion of existing uses and the introduction of new uses to provide new job opportunities for the community.

4.1.9 The number of on-sale alcohol outlets and food serving establishments in the Bayside District shall be limited on a block by block basis in order to provide for a mix of activities including retail and entertainment, and to prevent an over concentration of food serving and alcohol outlets.

Cultural Facilities, Events, and Promenade Public Space

4.1.10 Promote appropriate retail and cultural activity within the Promenade right-of-way (Farmers Market, outdoor cafes, performing and visual arts, etc.) (General Plan LUCE Policy 1.4.3)

4.1.11 Promote new cultural activities and uses within the Promenade space and/or adjacent structures.

4.1.12 Provide an annual calendar of events for the Bayside District area.

4.1.13 Promote uses in the Promenade public space which are physically and visually compatible with adjacent structures and integral to the overall organization and form of outdoor spaces, such as pushcarts selling food or other retail items, seasonal holiday entertainment or activities, or special events.

4.1.14 Provide for the continuation of uses which attract nighttime use of the Promenade, such as movie theaters, cultural performance halls, restaurants, and entertainment facilities.

4.1.15 Ensure the continuation of an open air Farmers Market and other special outdoor events by designing future Bayside District improvements to be compatible with these activities.

4.1.16 Maintain a management organization and program to coordinate Promenade promotions, activities, and maintenance.

Project Design and Development

4.1.17 Provide for the retention and/or adaptive reuse of existing structures of significant architectural styles and/or historic interest in accordance with the Bayside District Architectural Design Guidelines.

4.1.18 Permit the division of the ground level of existing structures and accommodate in their alley-facing portion, offices, service, or retail uses which are not pedestrian intensive.

4.1.19 Require that 70 percent of any Promenade or street facade to a height of 10 feet be visually transparent and physically accessible to enhance observation and pedestrian access unless precluded by significant architectural design details of existing buildings.

4.1.20 Require that unreinforced masonry structures be upgraded where necessary to meet applicable City of Santa Monica seismic standards.

4.1.21 Permit the replacement of existing buildings and ensure that those which are newly constructed are compatible with existing buildings and comply with the Bayside District Architectural Design Guidelines.

PROMENADE FRONTING PARCEL (ZONE 1) POLICIES

4.1.26 Permit buildings to be constructed to a maximum height of 56 feet or four stories. Portions of buildings above 30 feet in height shall be stepped back in order to maintain solar access, minimize the perceived mass of structures, and to maintain the existing character of the Promenade.

4.1.27 Permit buildings to be constructed to a maximum floor area ratio of 3.0.

4.1.28 Allow encroachments of up to 12 feet into the Promenade from the abutting property frontage to accommodate outdoor dining. Uses located in the Promenade encroachment zone shall be in accordance with the approved Third Street Promenade Outdoor Dining Standards subject to an encroachment permit. The complete outdoor dining guidelines are contained in Appendix A.

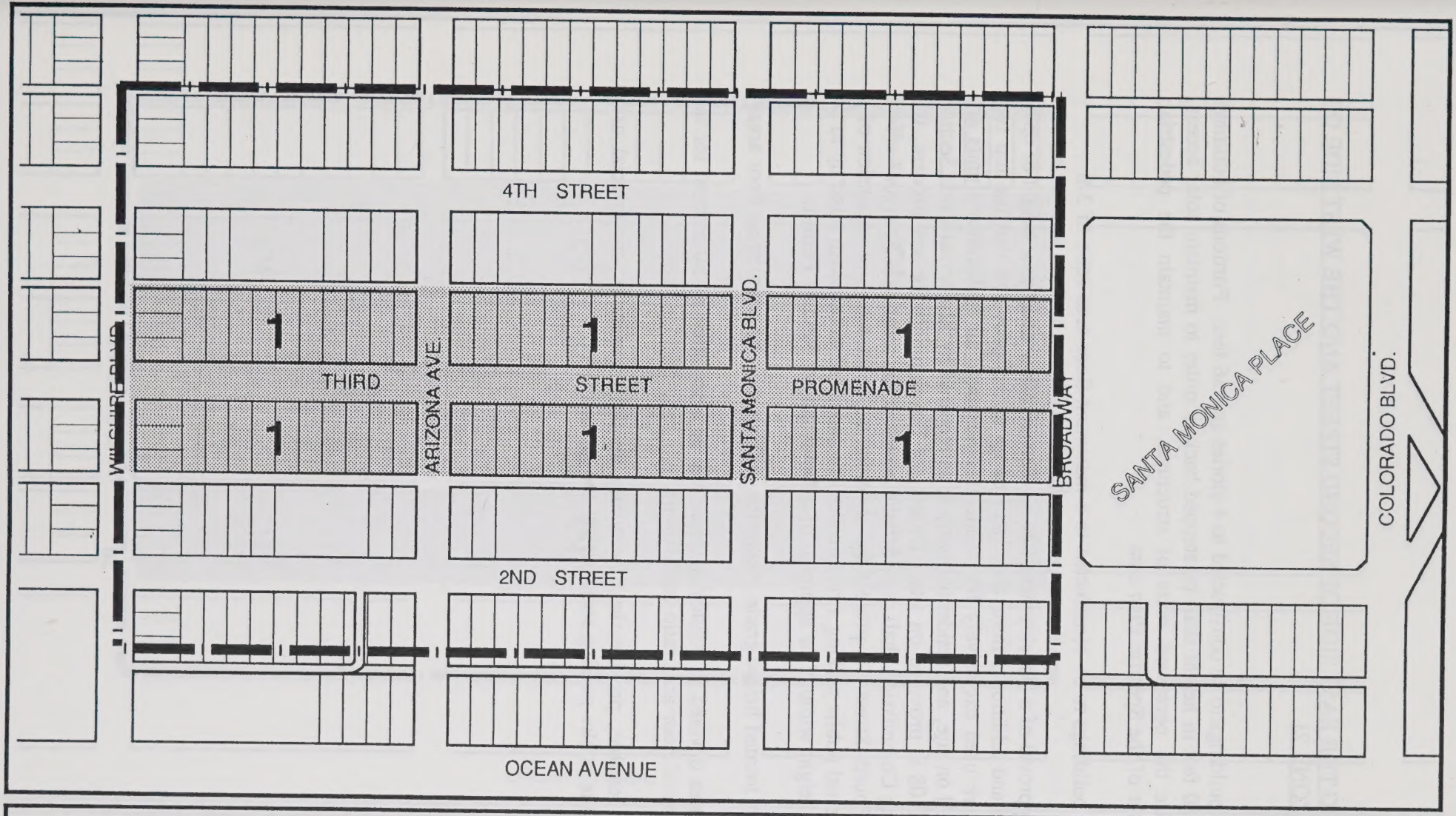
4.1.29 The ground floor of a structure may be divided to accommodate uses that provide primary access from the alley, incorporate the alley address on the building facing the alley, and include an entry, identification sign, and windows which are compatible with the overall design character of the building.

4.1.30 To encourage the continuity of "live" retail sales and services, at least seventy (70) percent of the total width for the first 12 feet of elevation of any new or reconstructed building, parallel to and facing the Promenade, shall be devoted to entrances, show windows, or other displays which are of interest to pedestrians, unless precluded by the presence of significant existing architectural features. Where substantial length of windowless wall is found to be unavoidable, eye-level display, a contrast in wall treatment, an offset wall line, decorative features, outdoor seating and/or landscaping shall be used to enhance visual interest and pedestrian vitality.

4.1.31 Clear untinted glass shall be used at the ground floor promenade level to allow maximum visual access to the interior of buildings. Mirrored and highly reflective glass shall not be permitted at any level of structure.

4.1.32 Walk-up facilities shall be recessed and provide adequate queuing space to avoid interruption of the pedestrian flow.

4.1.33 Any security grills at the street level shall be designed as an integral component of the building, shall be of the roll-down type, shall have an open web sufficient to provide visibility to the interior when the grill is in the closed position, and shall be placed to the interior of the outside glass.



LAND USE ZONE 1
PROMENADE FRONTING PARCELS

Figure 10
BAYSIDE DISTRICT SPECIFIC PLAN

Scale
0 200 400 600

North

PARCELS FRONTING THE EAST SIDE OF SECOND STREET AND THE WEST SIDE OF FOURTH STREET (ZONE 2)

4.1.34 Permit buildings to be constructed to 4 stories and 56 feet. Portions of buildings above 30 feet in height shall be stepped back in order to maintain solar access, minimize the perceived mass of structures, and to maintain the pedestrian character of the Specific Plan area.

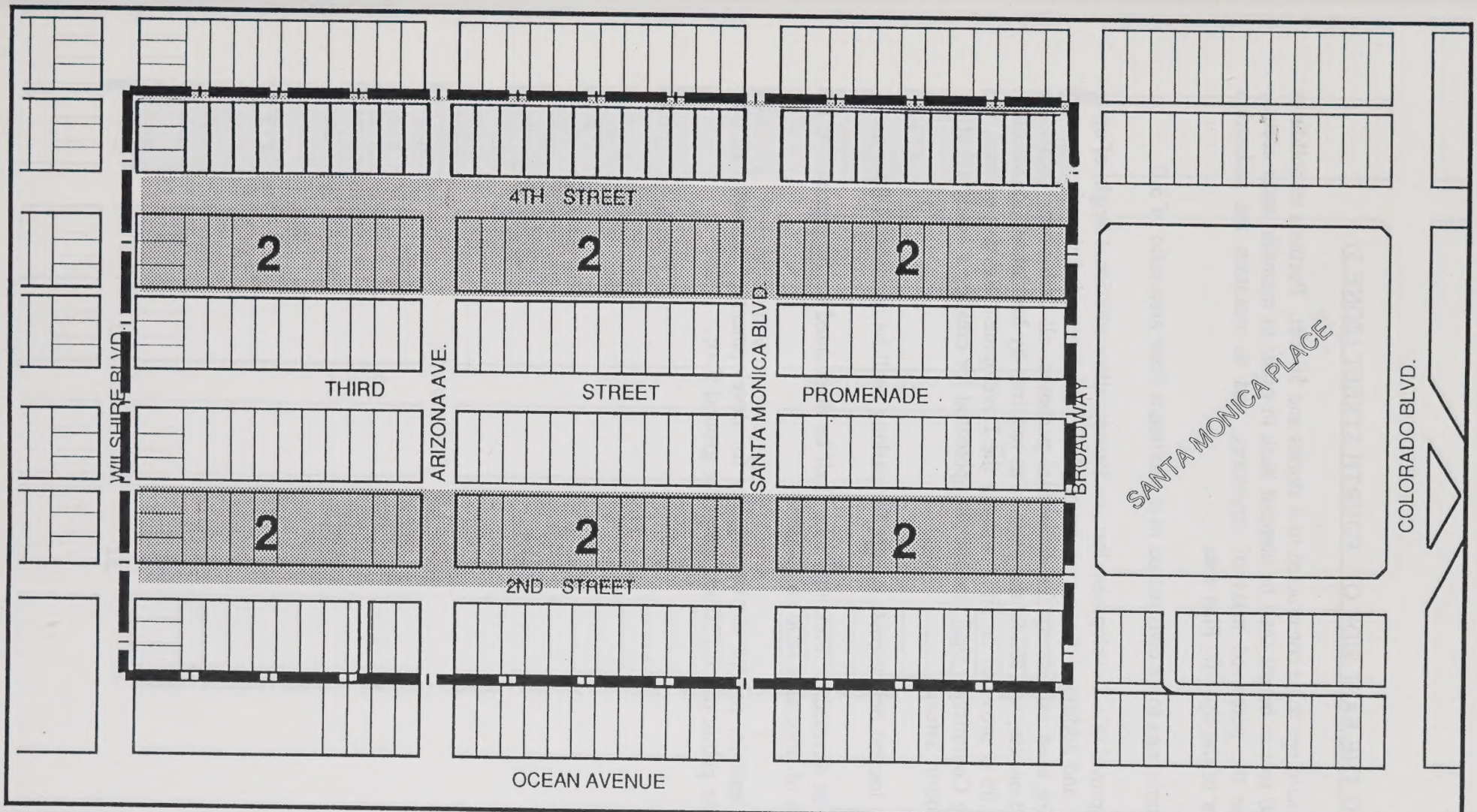
4.1.35 Permit buildings to be constructed to a maximum floor area ratio of 3.0

4.1.36 With approval of a Development Review Permit, allow additional height of up to 84 feet and additional floor area ratio of up to 3.5 provided that the top two floors are used exclusively for residential purposes, all inclusionary units are provided on site, and residential parking as required by Municipal Code Section 9.04.10.08 is provided on site. During the Development Review process, the Planning Commission shall consider the potential for creating a "canyon" effect along Fourth Street. A project that involves the construction or expansion of a City owned public parking structure shall be permitted to be constructed up to 84 feet in height without the approval of a Development Review Permit.

4.1.37 All uses located below grade except for parking shall be counted as floor area.

4.1.38 Floor area devoted to residential uses shall be discounted by 50 percent for the purposes of floor area ratio calculations.

4.1.39 Where feasible, provide the opportunity for development of commercial uses within the public parking structures at the ground floor.



LAND USE ZONE 2

EAST SIDE OF SECOND, AND WEST SIDE OF FOURTH STREET FRONTING PARCELS

Figure 11

BAYSIDE DISTRICT SPECIFIC PLAN

Scale
0 200 400 600

North

PARCELS FRONTING THE EAST SIDE OF FOURTH STREET (ZONE 3)

4.1.40 Permit buildings to be constructed to 4 stories and 56 feet. Portions of buildings above 30 feet in height shall be stepped back in order to maintain solar access, minimize the perceived mass of structures, and to maintain the pedestrian character of the Specific Plan area

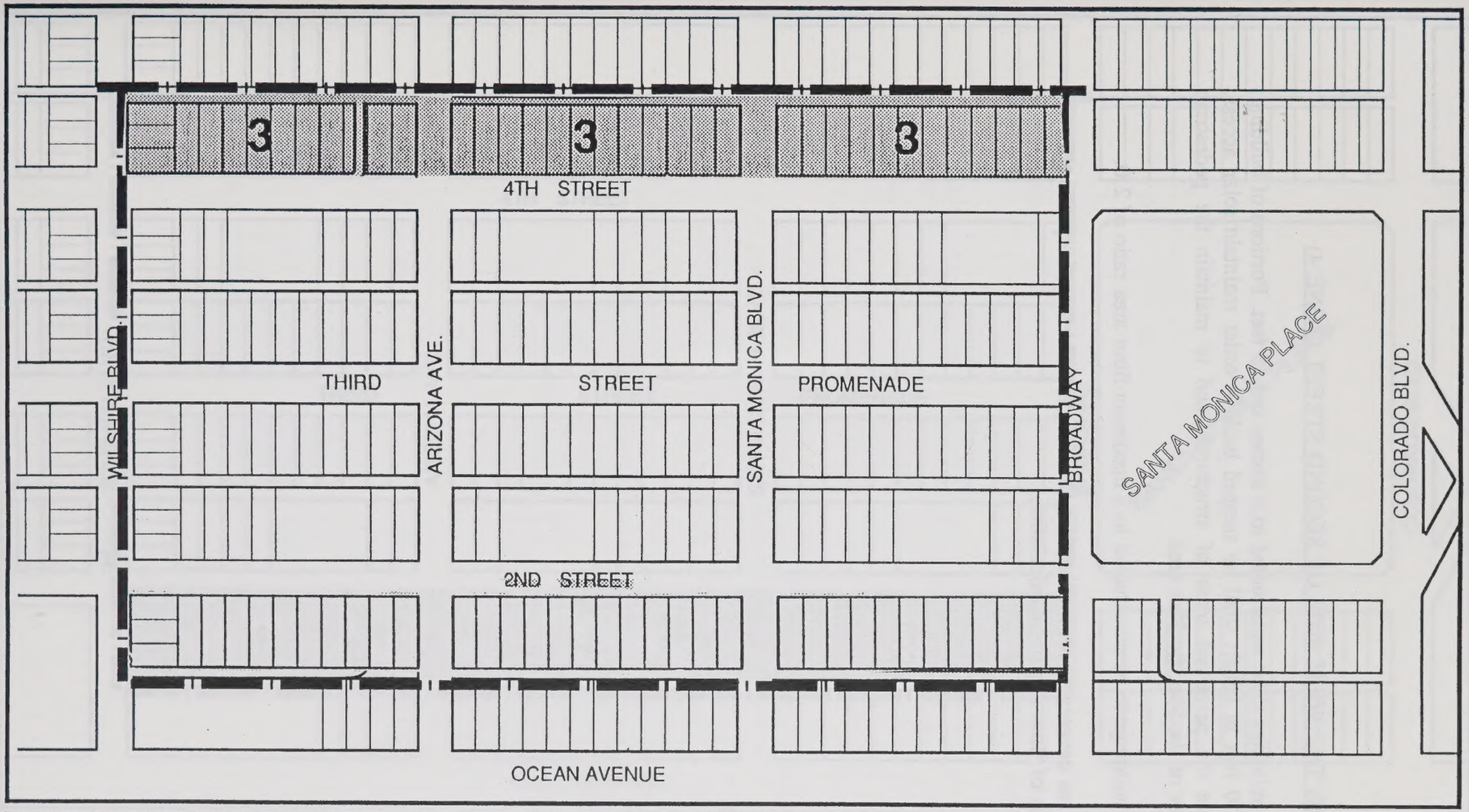
4.1.41 Permit buildings to be constructed to a maximum floor area ratio of 3.0

4.1.42 With approval of a Development Review Permit, allow additional height of up to 84 feet and additional floor area ratio of up to 3.5 provided that the top two floors are used exclusively for residential purposes, all inclusionary units are provided on site, and residential parking as required by Municipal Code Section 9.04.10.08 is provided on site. During the Development Review process, the Planning Commission shall consider the potential for creating a "canyon" effect along Fourth Street.

4.1.43 All uses located below grade except for parking shall be counted as floor area.

4.1.44 Floor area devoted to residential uses shall be discounted by 50 percent for the purposes of floor area ratio calculations.

4.1.45 Where feasible, proved the opportunity for development of commercial uses within the public parking structures at the ground floor.



LAND USE ZONE 3
EAST SIDE OF FOURTH

Figure 12
BAYSIDE DISTRICT SPECIFIC PLAN

North

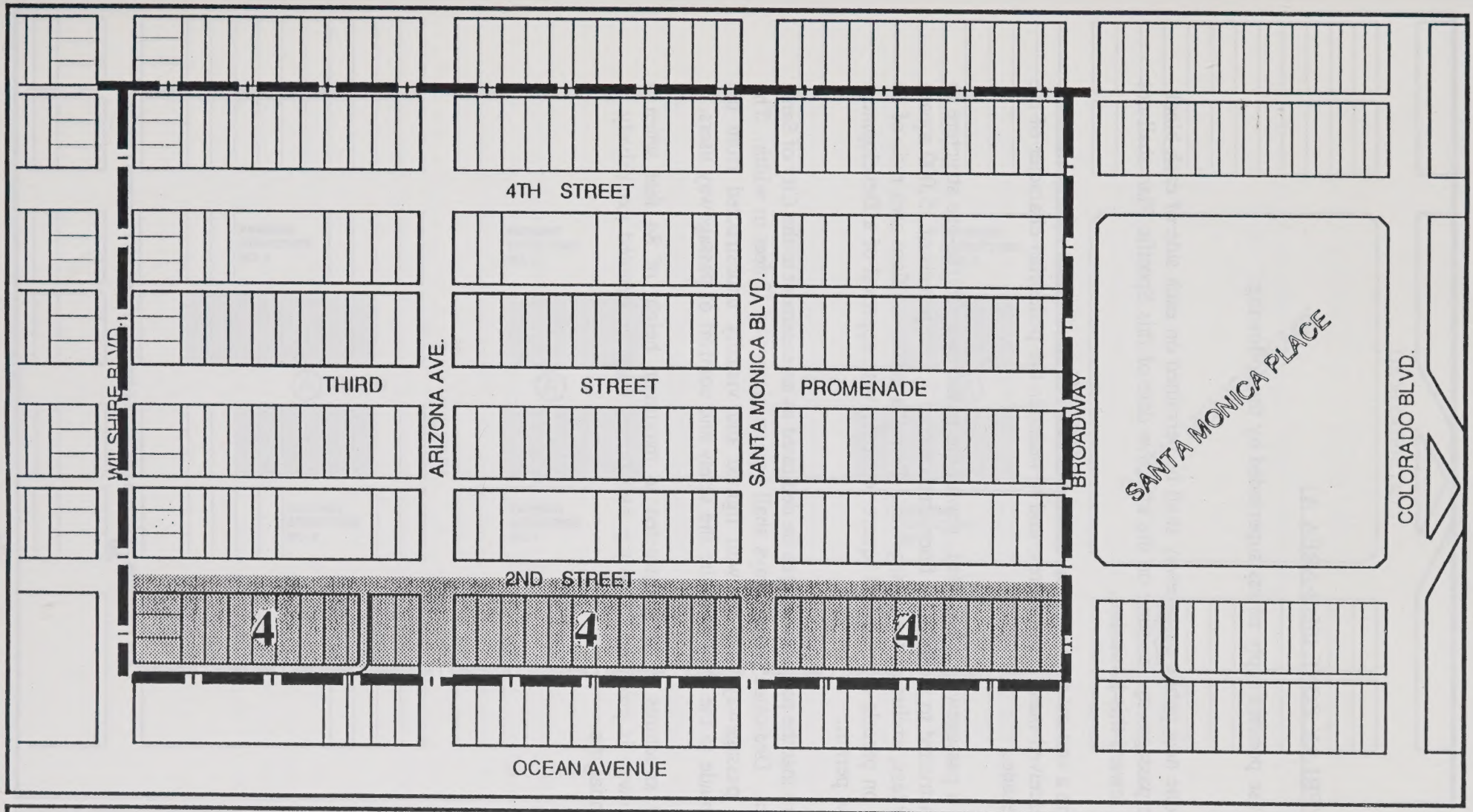
Scale
0 200 400 600

PARCELS FRONTING THE WEST SIDE OF SECOND STREET (ZONE 4)

4.1.46 Permit buildings to be constructed to 3 stories and 45 feet. Portions of buildings above 30 feet in height shall be stepped back in order maintain solar access, minimize the perceived mass of structures, and to maintain the pedestrian character of the Specific Plan area.

4.1.47 Permit buildings to be constructed to a maximum floor area ratio of 2.0.

4.1.48 Floor area devoted to residential uses shall be discounted by 50 percent for the purposes of floor area ratio calculations.



LAND USE ZONE 4
WEST SIDE OF SECOND

Figure 13
BAYSIDE DISTRICT SPECIFIC PLAN

North

Scale
0 200 400 600

PASSAGEWAY OVERLAY ZONE (SUB-AREA A)

All underlying land use policies apply unless superseded by the following:

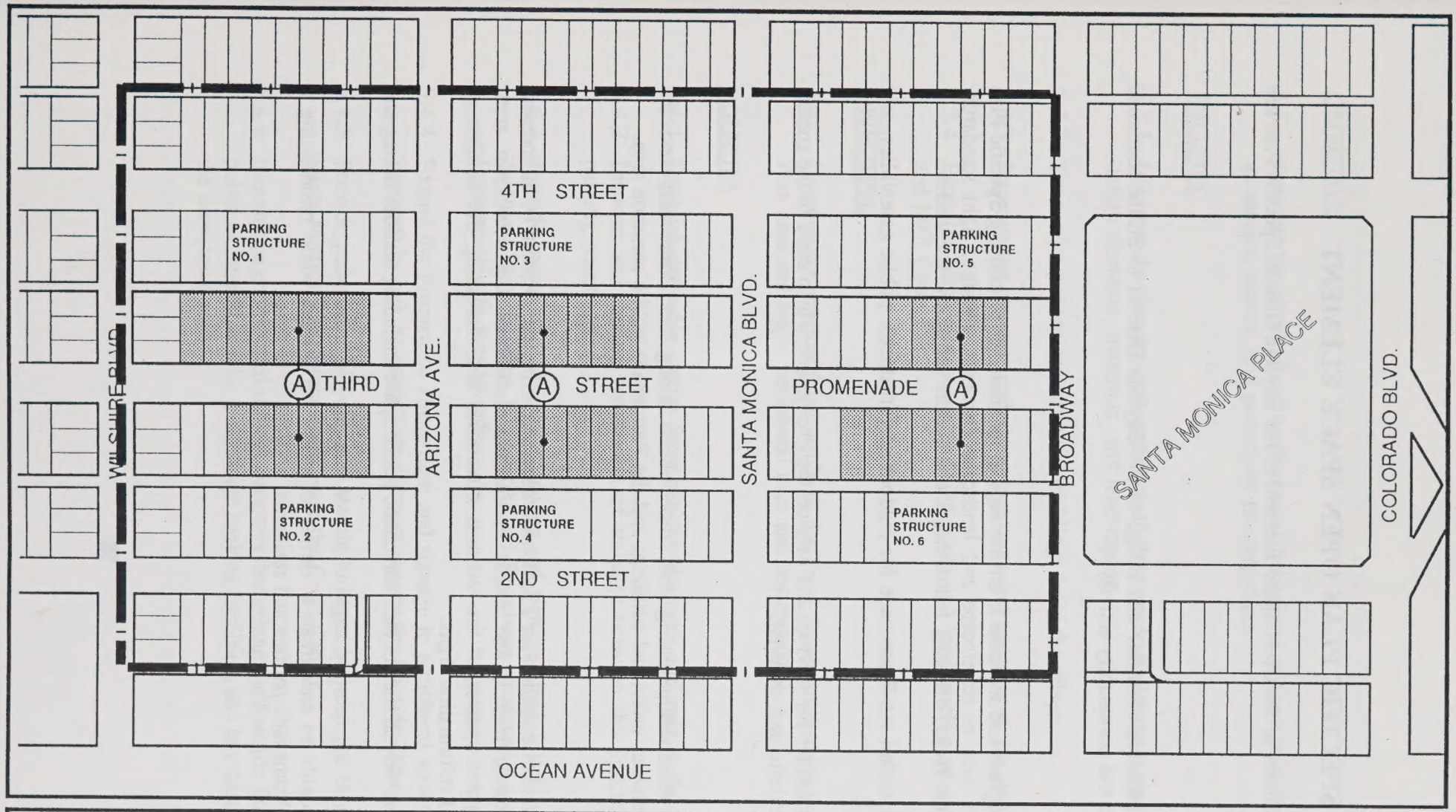
4.1.49 Only one new public passageway shall be permitted on each side of each block. Public passageways existing on the effective date of this Specific Plan shall not count toward this limitation.

4.1.50 Require a vertical stepback above 30 feet in order maintain solar access, minimize the perceived mass of structures, and to maintain the pedestrian character of the Promenade.

4.1.51 When a passageway is provided, permit the passageway mixed-use structure to be constructed to a maximum floor area ratio of 3.5 on parcels of 15,000 square feet or less, excluding the passageway. Permit a maximum floor area ratio of up to 3.5 on parcels over 15,000 square feet only with approval of a Development Review permit.

4.1.52 Require that the passageway area be dedicated as an easement to the City of Santa Monica. Dedicated passageways shall be a minimum of 12 feet in width. The public passageway shall be well lighted and visually unobstructed from the Promenade to the alley to insure the safety and comfort of passageway users.

4.1.53 Permit structures to be constructed to maximum height of 84 feet when a passageway is provided. The top two stories must be devoted exclusively to residential use.



LAND USE SUB-AREA A
PASSAGEWAY OVERLAY ZONE

Figure 14
BAYSIDE DISTRICT SPECIFIC PLAN

North

Scale
0 200 400 600

5.0 SPECIFIC PLAN OPEN SPACE ELEMENT

The objectives and policies of the Open Space Element of the Bayside District Specific Plan are as follows:

OBJECTIVE

5.1 Maintain the physical character and image of the Bayside District to insure continued pedestrian use and community activity.

POLICIES

5.1.1 Establish a program and schedule to ensure regular maintenance of existing Specific Plan area amenities such as streetscape and landscape elements, signage, light standards, benches, bicycle racks, drinking fountains, phone booths and trash receptacles.

5.1.2 Provide space within the Promenade for outdoor performances, public assemblies, and art displays.

5.1.3 Provide opportunities for services and uses on the Promenade which cater to the special needs of the elderly and children.

OBJECTIVE

5.2 Enhance the relationship among the three blocks along the Promenade and the relationship between individual buildings and the Promenade public common area.

POLICIES

5.2.1 Provide adequate information for Promenade users regarding the location of businesses, parking structures, transit, and major destinations outside of the downtown area, including frequent updates of the business directories and increasing the number of directional and information signs.

5.2.2 Provide for commercial uses in the Promenade public space including outdoor dining and push carts.

5.2.3 Establish standards to encourage a variety of street performers while maintaining a balance with Promenade patrons and residents.

OBJECTIVE

5.3 Improve the physical and environmental character of the alleys consistent with their use as service, access, and pedestrian thoroughfares.

POLICIES

5.3.1 Improve the facades and setbacks of Promenade buildings facing the alleys with new design elements, materials, and landscaping.

5.3.2 Encourage pedestrian entries to buildings from the alleys.

5.3.3 Improve the physical pedestrian crossings and surfaces of the alleys.

5.3.4 Establish common areas for loading zones and trash enclosures along Mall Court West and Mall Court East.

OBJECTIVE

5.4 Improve the physical relationship of the Third Street Promenade with the entire Specific Plan area and major peripheral uses and destinations.

POLICIES

5.4.1 Establish definable entries from peripheral streets and uses in the Specific Plan area.

5.4.2 Improve and expand the system of linkages between the Specific Plan area and the parking structures.

5.4.3 Provide improved landscaping, paving and signage along Wilshire Boulevard, Arizona Avenue, Santa Monica Boulevard, and Broadway to visually and physically link the Promenade with the Palisades.

5.4.4 Extend the Promenade streetscape and signage to peripheral streets to visually link the Promenade with its immediate surroundings in the Bayside District.

5.4.5 Provide pedestrian, bicycle, and shuttle linkages between the Bayside District and the Santa Monica Pier, Main Street, and the Civic Center.

5.4.6 Introduce a coordinated signage program throughout the Specific Plan area which defines points of interest, public and private parking facilities, and key destinations points within the downtown area.

6.0 SPECIFIC PLAN PARKING AND CIRCULATION ELEMENT

PARKING AND CIRCULATION OBJECTIVES AND POLICIES

The objectives and policies which govern the Parking and Circulation Element of the Bayside District incorporate those relevant objectives and policies from the City of Santa Monica's Land Use and Circulation Element.

A. CIRCULATION

OBJECTIVE

6.1 Provide a balanced circulation program which serves future land use needs consistent with:

- City's ability to finance and maintain.
- Satisfying accessibility needs of the City's residents, including the poor, elderly, and disabled.
- Minimizing and mitigating negative environmental effects (General Plan Circulation Element Objective 4.1).

POLICIES

6.1.1 All circulation improvements shall be in accordance with the Circulation Plan Maps (General Plan Circulation Element Policy Element Policy 4.1.1).

6.1.2 The City shall encourage overall land use patterns which reduce vehicle miles traveled and number of trips (General Plan Circulation Element Policy 4.1.2).

6.1.3 Land use and public facilities and services should be located and designed for convenient access and efficient transport of all intended users (General Plan Circulation Element Policy 4.1.3).

6.1.4 The City shall support the implementation of short- and long-range transportation measures for reducing air pollution from transportation sources as recommended by the South Coast Air Quality Management District (General Plan Circulation Element Policy 4.1.4).

6.1.5 Effects of transportation-general noise shall be mitigated to comply with the policies and standards in the City's Noise Element (General Plan Circulation Element Policy 4.1.5).

6.1.6 The City shall encourage transportation alternative consistent with the Transportation

Management Plan to reduce the use of fossil fuels (General Plan Circulation Element Policy 4.1.7).

6.1.7 The City shall support transportation alternatives consistent with the Transportation Management Plan which reduce use of land for parking (General Plan Circulation Element Policy 4.1.7).

6.1.8 The City shall provide bicycle racks on the Promenade common area and in the public parking structures consistent with the requirements in the Bicycle Master Plan.

6.1.9 In order to protect the north of Wilshire residential neighborhood from Bayside District related overflow parking, the City shall assist in the establishment of a preferential parking district.

B. PUBLIC TRANSIT

OBJECTIVE

6.2 Encourage the use of public transit through an improved system which can include downtown shuttles, expanded bus lines, light rail, and transit user amenities and incentives.

POLICIES

6.2.1 The City will continue to coordinate transit planning with the Southern California Associate of Governments (SCAG), the Los Angeles County Transportation Commission (LACTC), and the Metropolitan Transportation Authority (MTA) (General Plan Circulation Element Policy 4.5.1).

6.2.2 The City endorses the concept of rail rapid transit, either heavy or light rail, serving the City of Santa Monica and shall promote locating a transit station in the Downtown area. The City should select the most appropriate type of transit system and the most appropriate route after public review and consideration of the options available to the City (General Plan Circulation Element Policy 4.5.2).

6.2.3 The City endorses Wilshire Boulevard as a major bus transit corridor which could potentially be upgraded for mass transit in the future (General Plan Circulation Element Policy 4.5.2).

6.2.4 Future mass transit planning shall be coordinated with regional mass transit planning efforts (General Plan Circulation Element Policy 4.5.4).

6.2.5 If feasible, a distinctive transit shuttle system should be implemented to link recreation, visitor-serving, and shopping activities in the Downtown, beach, Main Street, Pier, Civic Center, and oceanfront areas with parking facilities, and regional transit routes (General Plan Circulation Element Policy 4.5.6).

6.2.6 The bus stops throughout the Specific Plan area should be coordinated with any future public improvements in the area. The stops should have benches and be outfitted with schedules and other information items related to the system for user convenience.

6.2.7 Improve inter-modal coordination of transit services in the Downtown (General Plan Circulation Element Policy 4.5.9).

6.2.8 The City should consult with public transit users for advice on improvements to public transit (General Plan Circulation Element Policy 4.5.11).

6.2.9 Downtown merchants shall encourage the use of public transit through the provision of bus tokens to customers and employees and through the dissemination of bus line information.

C. PARKING

OBJECTIVE

6.3 Establish a comprehensive program to monitor parking supply and demand throughout the Specific Plan Area.

POLICIES

6.3.1 Require a periodic update of the analysis to determine parking structure expansion needs.

6.3.2 Ensure that the private parking facilities are made available to the general public through the development of a Third Street Promenade area management system.

6.3.3 Evaluate the establishment of a coordinated valet parking system throughout the District.

6.3.4 Install a system, either manual or mechanical, which monitors the number of parking spaces available in each structure at a given time.

6.3.5 Security in the parking structures shall be consistent with the policies set forth in the Specific Plan Public Safety Element.

OBJECTIVE

6.4 Encourage the restoration of significant pedestrian activity to Fourth Street.

POLICIES

6.4.1 Evaluate the retention of on-street parking on Fourth Street in order to stimulate pedestrian activity and reduce traffic speed.

6.4.2 Evaluate traffic patterns on Fourth Street in terms of impact related to pedestrian activity.

7.0 SPECIFIC PLAN HOUSING ELEMENT

This chapter enumerates the objectives and policies which have been established for the Housing Element of the Bayside District Specific Plan. The objectives and policies developed for the Bayside District Specific Plan Housing Element are consistent with the goals of the Housing Element of the General Plan of the City of Santa Monica.

OBJECTIVE

7.1 Assure that the Bayside District area aids in meeting the existing and projected housing needs in the City of Santa Monica.

POLICIES

7.1.1 Encourage the development of housing consistent with the incentives established in the Bayside District Specific Plan Land Use Element.

7.1.2 Encourage innovative municipal and private sector programs to promote the financing and development of housing in the Bayside District for low and moderate income persons and senior citizens.

7.1.3 Where appropriate, the City will pursue State and Federal resources to achieve its housing objectives in the Bayside District area.

7.1.4 Within the constraints established by the State law the City shall work cooperatively with private sector developers to construct the housing units necessary to balance the impact of commercial office development in the Bayside District area.

7.1.5 The City shall prudently utilize its revenue bonding capacity and, where appropriate, its capital funds to complement and support necessary housing development in the Bayside District area.

7.1.6 Notwithstanding any policies in this Specific Plan to the contrary, affordable housing projects as defined in the Zoning Ordinance shall be subject to the development standards set forth in said ordinance.

OBJECTIVE

7.2 Assure that affordable housing opportunities are provided in the Bayside District area for all economic groups while maintaining a fiscally sound and healthy environment.

POLICIES

7.2.1 Develop standards to ensure that housing developed in the Bayside District area is well

designed, buffered from noise generated by commercial and entertainment activity, offers ocean views when possible, is well secured, and provides for sufficient on-site parking.

7.2.2 Consistent with Housing Element Policies, work with owners of any unreinforced masonry structures to bring their properties into compliance with seismic safety regulations.

OBJECTIVE

7.3 Designate suitable areas for the construction or conversion of existing commercial space into new housing units within the Bayside District Specific Plan area.

POLICIES

7.3.1 Where feasible, promote the preservation of architecturally or historically significant Bayside District area structures that are identified in the City's Historic Resources Inventory for housing use.

7.3.2 Where feasible, encourage the renovation and/or rehabilitation of existing residential facilities.

7.3.3 Encourage and create incentives for the retention and rehabilitation of existing residential units in the Bayside District Specific Plan area.

8.0 SPECIFIC PLAN NOISE ELEMENT

The goals and policies for the Noise Element of the Bayside District Specific Plan as excerpted from the General Plan are:

OBJECTIVE

8.1 Control noise levels appropriate to the Bayside District consistent with those established in the Noise Element of the General Plan.

POLICIES

8.1.1 Designate noise level limits desirable for the Bayside District which are consistent with standards of the State of California Office of Noise Control.

8.1.2 Minimize noise effects generated by the uses within the Bayside District area by monitoring and controlling their sources.

8.1.3 Reduce noise levels within the Bayside District area to allowable noise level standards as incorporated into the City of Santa Monica Noise Element.

8.1.4 Consistent with the General Plan Noise Element, require acoustical mitigation design in new construction in the Bayside District area.

OBJECTIVE

8.2 Control and set guidelines on entertainment and other noise generating uses within the Bayside District Specific Plan area to insure the protection of residential uses with the area.

POLICIES

8.2.1 Where appropriate, require the use of noise mitigation devices, such as double doors, sound insulation, and double pane windows, in new developments or in adjacent existing residential buildings impacted by the new development.

8.2.2 Insure that outdoor dining areas comply with the adopted Outdoor Dining Standards.

8.2.3 Insure that street performers and any outdoor music or entertainment comply with City Noise Ordinance requirements.

9.0 SPECIFIC PLAN SEISMIC SAFETY ELEMENT

The Seismic Safety Element of the Bayside District Specific Plan establishes the policy for the upgrading of unreinforced masonry structures to minimize the risk of seismic hazards.

OBJECTIVE

9.1. Protect pedestrian and building occupants within the Bayside District Specific Plan area from seismic hazards.

POLICY

9.1.1 All unreinforced masonry buildings within the Bayside District Specific Plan area shall conform to any seismic retrofitting program adopted by the City.

10.0 SPECIFIC PLAN PUBLIC SAFETY ELEMENT

The objectives and policies of the Public Safety Element of the Bayside District Specific Plan area as follows:

OBJECTIVE

10.1 Provide for a physically safe Bayside District area for all residents and visitors in the district in relation to fire, personal safety, and security.

POLICIES

10.1.1 City police shall continue to use highly visible forms of patrol in the Bayside District Specific Plan area, including, but not limited to, foot patrols and bicycle patrols.

10.1.2 Police patrols shall insure compliance with outdoor dining standards and City alcohol policy.

10.1.3 A neighborhood watch or other similar program shall be established for the Bayside District area and that program shall include participants that are area residents, business people, and merchants.

10.1.4 Prior to special events on the Promenade, the event sponsor shall ensure that crowd control plans, emergency exit plans, and security plans have been approved by the Police Department and the Fire Department.

11.0 SPECIFIC PLAN CONSERVATION ELEMENT

The goals, objectives, and policies for the Conservation Element of the Bayside District Specific Plan shall are as follows:

OBJECTIVE

11.1 Create a balance between the conservation of natural resources and the needs and goals of the community.

POLICIES

11.1.1 New development within the Bayside District shall in no way hinder the achievement of the goals and objectives of the Santa Monica Sustainable City Program. New development within the Bayside District shall also comply with the City's Sustainable Development Guidelines currently being formulated.

12.0 SPECIFIC PLAN HISTORIC PRESERVATION ELEMENT

The Historic Preservation Element of the Bayside District Specific Plan establishes the objectives and policies for the preservation of identified historic resources within the Plan project area.

OBJECTIVE

12.1 Insure that structures located in the Bayside District project area that are identified in the Santa Monica Historic Resources Inventory are preserved through restoration, rehabilitation or adaptive reuse.

POLICIES

12.1.1 With the assistance of the Bayside District Corporation, encourage the retention of historically and architecturally significant buildings through the marketing of the downtown area as the historic core of the City.

12.1.2 Using the Santa Monica Historic Resources Inventory as a guide, promote the preservation of individually significant structures through the landmark designation process.

12.1.3 To insure that appropriate restoration or rehabilitation techniques are used, encourage property owners to obtain the recommendations of the Landmarks Commission when alterations are proposed to buildings that are identified in this Plan as priorities for preservation.

12.1.4 The Rapp Saloon at 1438 Second Street and the Santa Monica Bay Woman's Club building at 1210 Fourth Street are designated City Landmarks and should be so identified on any area wide directional signage and in informational and marketing brochures about the area.

12.1.5 Unless reviewed and determined not to have historical or architectural significance by the Landmarks Commission, the following buildings are priorities for preservation and landmark designation due to their contribution to the historic character of the downtown:

Address	Historic Name/Date Built
216 Santa Monica Boulevard	Mayfair Theater built: c. 1911; remodeled 1929
221 Santa Monica Boulevard	Bay Cities Guaranty Building built: 1929
301 Santa Monica Boulevard	Junipher Building (Bayside Arts Building) built: 1922

1301 Third Street Promenade	Criterion Apartments built: 1923
1456 Third Street Promenade	Keller Block built: 1892
1424 Fourth Street	Central Tower Building built: 1929
1447-57 Fourth Street	Lido Hotel built: 1931

The Landmarks Commission shall actively address the designation of these structures.

12.1.6 The following buildings are priorities for preservation and inclusion in a designated downtown historic district.

Address	Historic Name/Date Built
131 Broadway	Whitworth Block built: 1891
312 Wilshire Boulevard	built: 1938
1305 Second Street	Mar Vista Apartments built: 1914
1428 Second Street	built: 1921
1451 Second Street	built: 1928
1452 Second Street	built: 1922
1201 Third Street Promenade	built: 1935
1322-24 Third Street Promenade	built: 1949
1349-51 Third Street Promenade	built: 1924
1452 Third Street Promenade	built: 1898
1330 Fourth Street	built: c. 1929
1344 Fourth Street	built: 1927
1433-37 Fourth Street	built: 1927
1443-45 Fourth Street	built: 1929

In addition to these structures, the Landmarks Commission, in any future historic district designation of the area, may consider additional structures that have been documented in the City's Historic Resources Inventory.

12.1.7 Any structures located within the Bayside District Specific Plan area that are formally designated as landmarks or as part of a historic district and have a sign program or design plan previously approved by the Architectural Review Board shall not be required to obtain any further approvals for these plans from the Landmarks Commission unless changes are proposed to these approved plans.

12.1.8 The City shall encourage the preservation of the Mayfair Theater by working with the property owner through an appropriate mechanism such as the Development

Agreement process to achieve the following goals:

- Preservation of the Mayfair Theater;
- Establishment of a live theater that contributes to the cultural diversity of the City and the Bayside District; and
- Development of a strategy to identify other appropriate theater-related uses for the building.

OBJECTIVE

12.2 Assure that new construction adjacent to identified historic resources is compatible in terms of scale, massing and materials.

POLICIES

12.2.1 New construction shall be designed consistent with the Bayside District Specific Plan Design Guidelines.

13.0 SPECIFIC PLAN DESIGN GUIDELINES

This chapter provides a historical context for the Bayside District project area, identifies key design issues, and presents general guidelines for the design of new construction and the treatment of older, historic buildings.

The guidelines are intended to provide direction to architects and developers on the predominant design concerns in the Plan project area as well as to assist the Planning Commission, Architectural Review Board, and Landmarks Commission in the review of area projects. While the guidelines serve as a common starting point for these interested parties, the guidelines, intentionally, are not prescriptive to a particular architectural style, building material or color. The purpose is to encourage creativity and exceptional building design.

13.1 AREA DESCRIPTION

Area Architectural and Development History

The Bayside District Specific Plan project area is, historically, the commercial core of Santa Monica, with Second Street representing the oldest commercial street in the City. In the 1880s this early commercial district extended from Broadway, then Utah, north to the Rapp Saloon, today a City landmark located at 1440 Second Street. Other early uses along this portion of Second Street included a post office, drug stores two grocery stores, three saloons, two restaurants, offices, and the Pacific Hotel.

However, by the early 1890s Third Street assumed the role of the City's principal commercial corridor and Second Street became a utility street where livery stables and later automobile garages located. As a result, older architectural forms on Second Street are modest in scale and distinctly unpretentious. Typical facades utilized various shades of brick with decorative detailing completed in patterns of glazed brick. The structures located at 1428 and 1452 Second Street are representative of this form of American vernacular commercial architecture.

In contrast, buildings on Third Street were larger and displayed a greater variety of architectural styles. The Keller Block, located at the northwest corner of Broadway and Third Street, was constructed in 1892 and is the oldest three story masonry building still standing in the City. Third Street and adjacent cross streets contain a number of representative examples of commercial architecture prevalent between the 1890s and the 1940s. The most noteworthy are: the Classical Revival Criterion movie theater facade at 1441 Third Street built in 1933 and incorporated into the Janss Court mixed use building completed in 1989; the Streamline Modern Europa Building at 1201 Third Street, formerly a Ralphs Grocery constructed in 1935; the Churrigueresque Mayfair Music Hall at 216 Santa Monica Boulevard, originally constructed in 1911 and remodeled into its current form in 1929, the Art Deco Bay Cities Guaranty Building at 221-225 Santa Monica Boulevard, the City's first skyscraper built in 1929; the classical brick vernacular Junipher Building at 301 Santa Monica Boulevard constructed in 1922; and the two story Churrigueresque building at 312 Wilshire Boulevard constructed in 1928.

Fourth Street remained primarily a residential street until the 1920s. The only extant pre-1920 structure on Fourth Street is the Santa Monica Bay Woman's Club building, constructed in 1914 and today a City landmark. Other noteworthy buildings are: the Art Deco Central Tower Building at 1424 Fourth Street, constructed in 1929; the Art Deco Lido Hotel at 1447-57 Fourth Street, constructed in 1931; and a Churrigueresque structure at 1433-37 Fourth Street constructed in 1927.

While Third Street continued to be recognized as the City's primary retail street, by the late 1950s merchants began to be concerned about the aging of the area and its ability to continue to attract patrons. Major new shopping centers were being planned in the adjacent communities of West Los Angeles, Culver City, and Century City that could draw shoppers away from Santa Monica. Subsequent studies of the Third Street area led to the recommendations that Third Street be closed to vehicular traffic and pedestrian mall be created. With financing provided through an assessment district and a bond issue, the street was converted to a pedestrian mall and six new parking structures were built and opened in the 1965.

Although successful in the early years, the Mall began to suffer a decline in retail sales and high tenant turnover. The Mall deteriorated further following the 1980 opening of the Santa Monica Place, a regional shopping mall. The adoption of the Third Street Mall Specific Plan in 1986 was intended to spearhead revitalization of the outdoor pedestrian shopping district. The redesign of the area's public space, transforming the district into the Third Street Promenade, combined with the influx of new restaurant, entertainment and retail uses, are the key components of the area's recent renaissance.

Development Since Specific Plan Adoption

A number of noteworthy buildings have been constructed in the area since the adoption of the Specific Plan in 1986. Among these are Janss Court, a mixed use development that incorporates movie theaters, restaurants, offices, and residential units into a six story structure. Not only does this project take advantage of Specific Plan policies that encourage a mix of commercial and residential uses, the project also provides a public passageway from the parking structure to the Promenade and utilizes the Art Deco facade of a 1933 movie theater as the entrance to the new four-plex theater.

The Criterion apartment building has been revitalized with the addition of a six-plex movie theater at the rear of the apartment building. Additionally, plans have been approved for the original building, which was damage in the 1994 earthquake, to refurbish the second and third floor residential units and convert the ground floor space into retail use and an additional theater. Also located at the intersection of the Promenade and Arizona Avenue is a new seven-plex movie theater and two four story office buildings. A six story office building now stands at the northwest corner of Fourth Street and Arizona Avenue. Another six story office building is located adjacent to the public parking structure on the 1300 block of Second Street.

A number of historic buildings in the district have also seen reuse and rehabilitation. These

include the Keller Block, the Junipher (Bayside Arts) Building, and the Europa Building.

13.2 GENERAL DESIGN STANDARDS

Since the Bayside District Specific Plan project area includes a broad range of architectural styles, the intent of these guidelines is to encourage good architectural design that either respects the original facade design or is compatible with the facades of adjacent structures. While opportunities exist for both building rehabilitation and new construction in the Plan area, each of which demand different design techniques, a number of issues common to both types of structures are outlined as follows.

Color Selection

- All paint products, awning fabric or other color elements shall be durable and fade resistant and shall be recommended by the manufacturer for the proposed use and location.
- The use of simple color schemes involving a maximum of three colors is recommended.
- The use of historic building colors and earth tones, pastels and subdued colors for main building facades is encouraged.
- The use of monochromatic and complementary accent and trim colors is recommended.
- The use of bold primary colors such as pure reds, blues, and yellows is not recommended for building facades, except for accent elements.
- the use of bright or garish colors is discouraged.
- The retention of building materials in their natural state, particularly brick or terra cotta, is strongly recommended.
- The painting of exposed and previously unpainted brick on existing buildings is prohibited. Water proofing of exposed red brick surfaces is also discouraged.
- The use of colors to express individuality and identity within a cohesive and attractive framework is encouraged.

Alleys

Since the Promenade is frequently entered by pedestrians from the public parking garages, the alleys are often the first impression received of the area. The alleys, therefore, become an important visual element of the area and should be given proper attention during any building rehabilitation or new infill construction. It is recommended that:

- Alley facades be designed to be consistent with the entire building.

- Abandoned pipes, conduits, wire, and signs shall be removed and exterior anchors patched to match adjacent surfaces.

- Brick masonry shall be cleaned or repainted as previously described.

- Signage shall consist of rear entry signs as specified in the Specific Plan Signage Standards.

- The use of awnings is encouraged to identify entrances and to add visual interest at windows above the first level.

- Any seismic structural upgrading shall be conducted at the interior of the building unless the structural elements blend into the architecture of the alley facade.

- The alley design treatment should compliment the design of any building remodel and should be consistent with the overall architecture of any new building.

Building Security

- The use of interior electric security and fire alarm systems is recommended.

- Vandal proof glazing which is resistant to impact is recommended throughout the district.

- If metal security grilles are used for security purposes, only grilles which recess into pockets or overhead cylinders and are completely concealed when retracted shall be permitted.

13.3 DESIGN STANDARDS FOR EXISTING BUILDINGS AND HISTORICAL REHABILITATION

Respect the Original Building Design

Buildings shall be recognized as products of their own time and should not incorporate alterations which seek to create a historic appearance unrelated to that building. Architectural design represents the design philosophy and technology of a specific time. Rehabilitation or renovation of a historic building should not create a preconceived concept of a historic building, but should reuse existing materials and character defining design details.

Retain and Restore Original Elements

Original elements of a design which designate the particular architectural style should be maintained. Where necessary, due to damage or deterioration, the key stylistic elements should be recreated. The elements of design include such items as original wood frame double hung or casement windows, storefront bays, decorative railings, moldings or trims, and terra cotta panels. Distinctive stylistic features which exemplify the style shall be retained and restored.

Replace Lost Features

Damaged architectural features shall be repaired rather than replaced when possible. The repair of historic materials begins with the concept of minimally affecting remaining original historic materials. If replacement is necessary, the new material should match the material being replaced in terms of design, color, and texture. Replacement of historic elements should be made with the original material when possible. If such material is not available, the substitute material should convey the visual appearance of the original material. When an entire feature is missing, it should be replaced by researching historic or pictorial documentation. If accurate information is not available, a new design that is compatible with the remaining features of the building may be used. This newly created element should be designed to work with the size, scale, and material of the entire building.

Accept Evolution

Buildings which have been altered as a part of a natural building evolution are evidence of the history of an area. Often these changes have a significance of their own, and this new significance should be retained. Examples of buildings on the Promenade which have evolved include the Hennessey and Ingalls building at 1252 Third Street Promenade and the Border Grill restaurant building at 1443 Fourth Street. Since these buildings have attained architectural importance with their altered facades, it is not a requirement of these Guidelines to recreate the original facade.

Alterations to Existing Structures

Alterations or additions to a historically significant building may be necessary to insure its continued use. Such changes may be necessary to increase square footage or to structurally reinforce seismically unsafe buildings. These changes should not alter, obscure, or destroy historically significant features, materials, forms, or finishes. Facade changes should be considered only after closely evaluating alternate means of achieving the same goal. For example, skylights can be used to allow more natural light rather than cutting in new windows which would disrupt the facade, or interior seismic bracing can be used rather than exposed

exterior bracing which would obscure the facade.

Limit the Disruption of Additions

An addition should complement the original design and not be overwhelming or disruptive. Additions should also be connected to historical buildings so that the addition may later be removed without destroying any original material.

Cleaning Facades

Exterior facades of historic buildings generally only need cleaning to halt deterioration or to remove heavy soiling. The cleaning of historic facades should always be approached by employing the most gentle methods possible first, and then increasing the severity of treatment as necessary.

Brick masonry and terra cotta should never be sandblasted to clean or remove paint. Frequently, simple water, mild detergent, and bristle brushes will provide adequate cleaning of these surfaces. If these methods are inadequate, pressurized steam, or a mild solution of muriatic acid with the steam, may be used.

Wood, also, should never be sandblasted. This technique will create a texture inconsistent with the original appearance of the material. Paint can be removed from wood by sanding, scraping, chemical solutions, or with a heat gun. Metals should be carefully cleaned using gentle methods if possible, but hard metals may be lightly sandblasted to remove accumulated paint.

Location of Mechanical Systems

Mechanical equipment should be located so as not to detract from the historical or architectural elements of the building. Solar panels as well as heating and air conditioning units should be located on the roofs of buildings at a distance from the edge of the building to avoid visibility from the pedestrian level and to reduce potential noise impacts. If equipment must be placed in a visible located for functional reasons, it must be screened in a manner consistent with the facade.

Window Treatment

In historical rehabilitation the original window type, style, material and placement should be retained. When a window is very deteriorated or missing, replacement window should match the original. Glazing should not incorporate mirror reflective glass or dark tinted glass. The total proportion of facade glazing to solid wall mass should not be significantly altered.

Storefront Elements

The elements of a storefront are numerous and include display windows, signs, entry doors,

transoms, kick plates, and window bases constructed of wood, ceramic tile, or plaster. Proportion, scale, and rhythm are important features of storefronts that should be retained or, when modified, designed consistent with the area's pedestrian character. Awnings should be used for sun control instead of tinted glass.

Many historic storefront designs include recessed entries to provide the tenant with display space. While this space is sometimes as much as 15 or 20 feet deep and can be reduced to meet the needs of a tenant, it should not be eliminated.

Awnings and Building Architecture

Awning design should be sensitive to the overall building architecture. Historical commercial buildings often used retractable awnings which were placed at the transom level and could be extended to create a sun barrier and reduce the building to and intimate, pedestrian scale. An awning should not be the predominant element of a facade. While the inclusion of awnings is encouraged, design plans should show the building with and without the awnings since no permit is required for awning removal.

13.4 DESIGN STANDARDS FOR NEW CONSTRUCTION

New construction is reviewed with particular attention paid to compatibility with existing adjacent structures. This includes consideration of both the overall architectural style as well as the structure's specific design elements. These elements include color, texture, scale, pedestrian orientation, and building massing.

Massing

The massing of new construction should remain generally consistent with adjacent existing structures and with existing structures located either across the Promenade or across an alley. New facades should not mimic adjacent forms and patterns, but also should not be disruptive to existing building proportions and placement of architectural elements.

Scale of Components

The scale of a proposed project should have similar qualities as adjacent and nearby structures. Building components such as windows, doors, and storefront modules should be considered in respect to each other, the entire new facade, and the scale of these elements in adjacent and nearby structures.

Limit Visual Impression of Height

The maximum height of proposed projects shall be consistent with the standards specified in the Land Use Element of the Bayside District Specific Plan. However, Promenade facing projects

in particular should be designed to be in harmony with the maximum height predominant in adjacent structures. New buildings exceeding the predominant height shall step back the stories above this limit from the face of the Promenade.

Proportion

The proportion of the major elements of a building should be complementary to the proportion found between similar elements in buildings in the area. These elements include windows, doors, and storefront design. For example, multi-paned glazing is rarely found in storefronts; single pane glazing should be used if this is a common element in the area.

Texture

The texture of new facades should be compatible with existing buildings in the area. The predominant materials found on the Third Street Promenade include brick masonry, terra cotta, plaster, travertine, marble details, and clear glass in windows or storefronts. Other materials may be inappropriate for the area, particularly where surface texture or pattern differs substantially from existing materials. For example, diagonal wood siding or buildings constructed primarily of glass is not compatible in the context of the Promenade because the pattern this would create is substantially different from the masonry materials used in the area.

Cross Streets

Buildings located along the cross streets of Wilshire Boulevard, Arizona Avenue, Santa Monica Boulevard, and Broadway shall be designed in conformance with Specific Plan Land Use Element policies. In addition, ground floor elevations shall be designed at a pedestrian scale and include frequent entrances, display windows, awnings, pedestrian oriented signage, and any other design details which provide interest and visual variety at the street level.

13.5 SIGNAGE STANDARDS

Signage within the Bayside District Specific Plan area shall be subject to Chapter 9.52 - Santa Monica Sign Code, of the Zoning Ordinance. However, in an effort to allow and encourage pedestrian oriented signage, the following exceptions and additions to the sign code have been included:

1. The use of signs along awning valances is allowed but letter height is limited to 6 inches or less. Letter color should be compatible with the awning and building color scheme.

2. The use of flags or banners of reasonable size which add color and movement to the

Bayside District area is allowed, subject to ARB review and approval.

3. Direct and indirect lighting methods are allowed provided that they are not harsh or unnecessarily bright. The use of can type box signs with translucent backlit panels are not allowed within the Specific Plan area.

4. Signage type shall be appropriate for the building face upon which the sign is to be located. The sign shall not obscure or conceal historic building elements or details important to the building's image.

5. The placement of small wall mounted signs at the rear of each business or address is strongly encouraged. The area of the sign shall be limited to four (4) square feet and shall not count toward the total sign area permitted for the building.

6. In order to maintain the pedestrian scale in the area, signs shall not exceed 24" in height.

7. The use of projecting, "pedestrian oriented" signs shall be allowed in the Bayside District Specific Plan area, but shall not exceed 4.5 square feet in area and shall provide a vertical clearance to the sidewalk of at least eight feet. The area of the projecting sign shall be included in the total sign area permitted for that building.

8. In order to encourage quality, creativity, and artistic expression, or in order to assure adequate business identification, a Sign Adjustment from the sign requirements for the Bayside District Specific Plan area may be granted subject to the provisions of the Sign Ordinance, Section 9.52.120.

9. Portable signs, off premise signs, and any type of freestanding sidewalk or "sandwich" signs shall be prohibited.

10. Signage is prohibited on outdoor table umbrellas.

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THIRD STREET PROMENADE
OUTDOOR DINING STANDARDS

Rev 9/4/91

PURPOSE

The purpose of this document is to establish standards for outdoor dining on the Third Street Promenade. These standards are developed to ensure that the space used for outdoor dining will, at all times, serve a public purpose and allow for adequate pedestrian circulation. The overall objective of outdoor dining is to create an architecturally symbiotic relationship between diners and pedestrians.

These standards are also developed to assist applicants with the design and management of their outdoor dining areas and should not be construed as government agency requirements for starting a new business, or expanding an existing business to provide new services. Business owners must secure the appropriate licenses and permits from the Alcoholic Beverage Control Board, City of Santa Monica, Building and Safety Division, Planning and Zoning Division, Finance Department (Business License), and General Services.

Holders of an "Outdoor Dining License Agreement" should be aware that their license exists at the discretion of the City of Santa Monica and may be revoked at any time upon 30 days notice or violation of these standards.

NOTE: INSTALLATION OR CONSTRUCTION OF OUTDOOR DINING ENCLOSURES CANNOT BEGIN UNTIL THE "OUTDOOR DINING LICENSE AGREEMENT" IS SIGNED BY THE CITY MANAGER.

ELIGIBLE USES

1. Establishments located in the Bayside District which provide take out food service, specialty food service (e.g., cookies. ice cream) and full menu food services are eligible.

2. Establishments that serve alcoholic beverages in their outdoor dining area are required to meet the additional specific standards outlined in this document for alcohol service as well as all other applicable state and local requirements.

3. Outdoor Dining areas must be designated for combined food and beverage service. Food must be purchased in order to be served alcohol. All restaurants are required to post appropriate signage or print on the menu: "Food purchase

is required in all outdoor dining areas. Alcohol may not be served without food".

4. Temporary, mobile or free-standing food service providers are not eligible under these standards.

ELIGIBLE SITES

1. The area covered by these standards is restricted to the Bayside District Area. (Illustration A).

2. Allowable areas for outdoor dining are identified in illustrations B, C and D. These areas were established to accommodate pedestrian flow and fire access paths.

3. The layout of outdoor dining areas shall be in conformance with Illustrations E and F as applicable.

4. An obstruction free, clear sidewalk area for pedestrian traffic passing through the Promenade is required. Dining areas shall not be permitted in areas where less than an 8 foot obstruction free pedestrian area exists between outside the cafe area and any obstructions such as street, trees, newstands, bus benches, or the curb line. Dining areas shall not be permitted within 15 feet of the curb line at both ends of each block (see Illustrations B, C and D).

5. The elevation of the outdoor dining area shall be the same elevation as the sidewalk.

6. Dining areas shall be required to maintain building egress as defined by the Uniform Building Code.

7. Establishments which serve alcoholic beverages are required to provide a physical barrier that meets the requirements of this document and those of the Alcoholic Beverage Control Board. Refer to Illustrations E, F and G for barrier standards.

8. The size and scale of the dining area shall be compact to suggest intimacy and should promote a visual relationship to the Promenade as determined by the Bayside District Corporation and approved by the Santa Monica Architectural Review Board.

DESIGN STANDARDS

1. Barriers are to designate outdoor dining areas. Barriers must conform to the General Services Department's installation standards and be removable, that is, not removed each evening but capable of being removed, if needed, as by use of recessed sleeves and posts, or by wheels which can be locked into place (see Illustration G).

   NOTE: Any modification to public surfaces, such as borings for recessed sleeves or post holes, must be approved by the Director of the General Services Dept.

2. All barriers must be able to withstand inclement outdoor weather and one hundred (100) pounds of horizontal force at the top of the barricade when in their fixed positions.

3. The height of any barrier shall not exceed three (3) feet, or 3' 6", including the top of any landscaping.

4. No barrier is required if the food provider limits outdoor tables and chairs to one row abutting the wall of the establishment and no alcohol is served. Such tables shall be limited to a dimension of 24" X 30". The outdoor dining furniture must be approved first in writing by the Bayside District Corporation. The assessment for outdoor dining in this configuration shall be based on a six (6) foot depth and the width of the building, less entrance walkway. For the sight impaired, either potted plants (4' to 5' in height) situated at each far corner of the outdoor dining area, or a color/texture inset in the cement along the border of the dining area is required.

5. The use of retractable awnings or removable umbrellas is encouraged provided that they maintain at least eight (8) feet and seven (7) feet, respectively, of clearance above the sidewalk level and do not exceed fifteen (15) feet in height. Awnings may extend 6 feet from the building front and may not cover more than 50% of the outdoor dining area, whichever is less.

   Awnings must be regularly maintained and cleaned in accordance with the City's water conservation policies, (bucket and brush method).

   Commercial and product logos are not permitted on awnings, umbrellas or in any other outdoor display; restaurant logos must be approved in writing by both the Bayside District Corporation and Architectural Review Board.

6. Lighting shall be incorporated into the facade of the building, and shall complement the style of the building. Lights on buildings shall not be glaring to pedestrians on the Promenade, and should illuminate only the outdoor eating

area. (General illumination should be at five footcandles, with a maximum of ten footcandles.) Table lamps or candles are encouraged. Wired electrical fixtures will be allowed outside the face of the building if contained within the barrier and installed by a licensed electrician. An electrical permit must be obtained from the Building and Safety Division to install outdoor lighting.

7. The design materials and colors used for chairs, tables, lighting and other fixtures including umbrellas and awnings shall be generally consistent both with the architectural style and colors used on the building facade and the quality of the Third Street Promenade fixtures.

8. Barriers utilizing any type of stretched canvas material must be strung through eye hooks.

9. No signs are permitted in the outdoor dining area with the exception of an identification or menu sign. The sign must be approved by the Bayside District Corporation and the Architectural Review Board in accordance with the standards of this document. Product names may not appear in these areas.

10. All Fire Department regulations and standards concerning exterior lighting and power must be met. These regulations and standards will be supplied at the time of application.

11. A landscape maintenance program shall be submitted with the outdoor dining application. Once approved by the Architectural Review Board, landscaping must be properly maintained. Water drainage onto the Promenade shall not be allowed and stressed or dying landscape must be promptly replaced. Potted plants must have a saucer or other suitable system to retain seepage and be elevated to allow for air flow of at least 2" (two inches) between saucer and sidewalk.

12. At the termination of the License Agreement, the outdoor dining barriers must be removed and the sidewalk returned to its original condition.

13. All outdoor dining sites must be handicapped accessible.

14. Any modification to the approved plans must be approved by the Bayside District Corporation, the ARB and all City and State agencies as applicable prior to the initial construction or implementation of any modification and must comply with applicable guidelines, then in effect.

STANDARDS OF OPERATION

1. Restaurant management is responsible for running and operating the outdoor dining area.

2. Outdoor dining patios are for sit-down food and beverage service only; no stand up service is permitted.

3. When the establishment's kitchen closes, further seating in the outdoor dining area is prohibited. The outdoor dining area must close when those patrons already seated in the outdoor area leave.

4. Unruly behavior is not permitted in the outdoor dining area.

5. All establishments serving alcohol shall participate in a designated driver program and maintain a working relationship with a taxi service for the safety of their customers. Establishments are encouraged to provide specials on non-alcoholic beverages to designated drivers. It is mandatory that the establishment serving alcohol in the outdoor dining area send its food servers and bartenders to a minimum of one class per year, organized by the Bayside District Restaurant Association, or any other authorized association, and offered by one of the following agencies: Alcohol Beverage Control Board (alcohol training), the California Highway Patrol (designated driver program), or the Santa Monica Police Department.

6. Outdoor dining areas, including flooring, must remain clear of litter, food scraps, and soiled dishes at all times. Where eating establishments provide self-service take-out service, they must maintain an adequate number of employees to clear refuse or litter on a regular basis even though table service is not provided. Concrete flooring must be washed daily. Trash receptacles must be provided inside the building.

7. At the end of the business day establishments are required to clean (sweep and mop) the area in and around the outdoor dining area.

8. If disposable utensils are used, the establishment must comply with all applicable recycling programs.

9. The latest hour for serving alcoholic beverages in the outdoor dining area is 11:30 P.M. (food service may continue), or no later than the closing of the associated food service of the establishment, whichever is first. All alcoholic beverages must be removed from the outdoor dining area no later than 12:00 midnight.

10. Outdoor dining areas shall be continuously supervised by management or employees of the establishment. Food establishments serving alcoholic beverages must have a supervisor on site at all times. Behavior that disturbs customers or passersby on the Promenade will not be tolerated and constitutes a violation of these standards.

11. All plans and permits for the outdoor dining area approved by the City must be kept on the premises for inspection at all times the establishment is open for business.

12. Outdoor dining areas shall be operated in a manner that meets all requirements of the Health Department of the Los Angeles County and any other applicable regulations.

13. Unamplified musical instruments or sound reproduction systems are permitted in outdoor eating areas, but shall be maintained at sufficiently low volumes so as not to unduly intrude on neighboring businesses or exceed limits set by the City's Noise Ordinance.

14. All provisions of the License Agreement, and any future adopted city-wide alcohol policy, must be complied with at all times.

ENFORCEMENT

1. Notice of violation of the design standards shall be made in writing to the Licensee by the Santa Monica Police, any department or division head of the City or the Bayside District Corporation. The Licensee will have 10 days to cure such default, or quit. A copy of the notice of violation must be filed with the Economic Development Division.

2. Notice of violation of any standards of operation shall be made verbally or in writing to the Licensee by the Santa Monica Police, any department or division head of the City or the Bayside District Corporation. Immediate abatement of such violation will be required by the Licensee. Verbal notices of violation shall be followed by a written notice for purposes of establishing a record of violations at the discretion of the party giving verbal notice.

3. Violations of the terms of the license agreement or any provision of these standards shall be kept on file by the City and the Bayside District Corporation. Three violations within one year shall constitute a basis for immediate closure of the outdoor dining area and revocation of the license agreement. The City retains the right to revoke a license upon 30 days notice regardless of conformance with these provisions.

4. Upon termination of the License Agreement, Licensee shall remove all personal property, furnishings and equipment from the Premises. Any personal property remaining on the Premises shall be the removed pursuant to the laws of the State of California.

THIRD STREET PROMENADE
Outdoor Dining Application

APPLICATION PROCEDURE

1. An applicant applies for an Outdoor Dining License through the Bayside District Corporation by submitting an application form and four (4) copies of the proposed dining area plans. The plans must exhibit the following:

   a) The proposed use, material, colors and design;

   b) Relationship of the outdoor eating area to the adjacent existing businesses and their entrance locations;

   c) The location of any utilities, tree wells, light fixtures, benches, or bike racks that might affect or be affected by the proposal;

   d) The total square footage and exact dimensions of the proposed outdoor dining area;

   e) The existing and proposed pedestrian circulation pattern;

   f) Floor plans of the existing building and any proposed modification, showing the relationship of food preparation areas to the outdoor eating area, and provision for an enclosed trash holding area in the rear of the building; and

   g) An application fee of Twenty Five Dollars ($25.00)

2. The Bayside District Corporation will forward a copy of the application package to the Fire Department, General Services Department and Economic Development Division for their review and approval. The Bayside District Corporation is responsible for obtaining signatures of appropriate departments, which are to be maintained on one original sign-off sheet.

3. The applicant shall submit the application package to the City's Planning & Zoning Division for formal review and approval after obtaining appropriate department approvals. Depending upon the nature of the application, a conditional use permit or administrative approval may be required. All projects must receive Architectural Review Board approval.

4. Upon approval of all aforementioned parties, the Bayside District Corporation will recommend to the City's Economic Development Division that a license be executed between the City and the Applicant. The Agreement will set the fee

amount, term of contract, insurance requirements and other necessary contractual requirements.

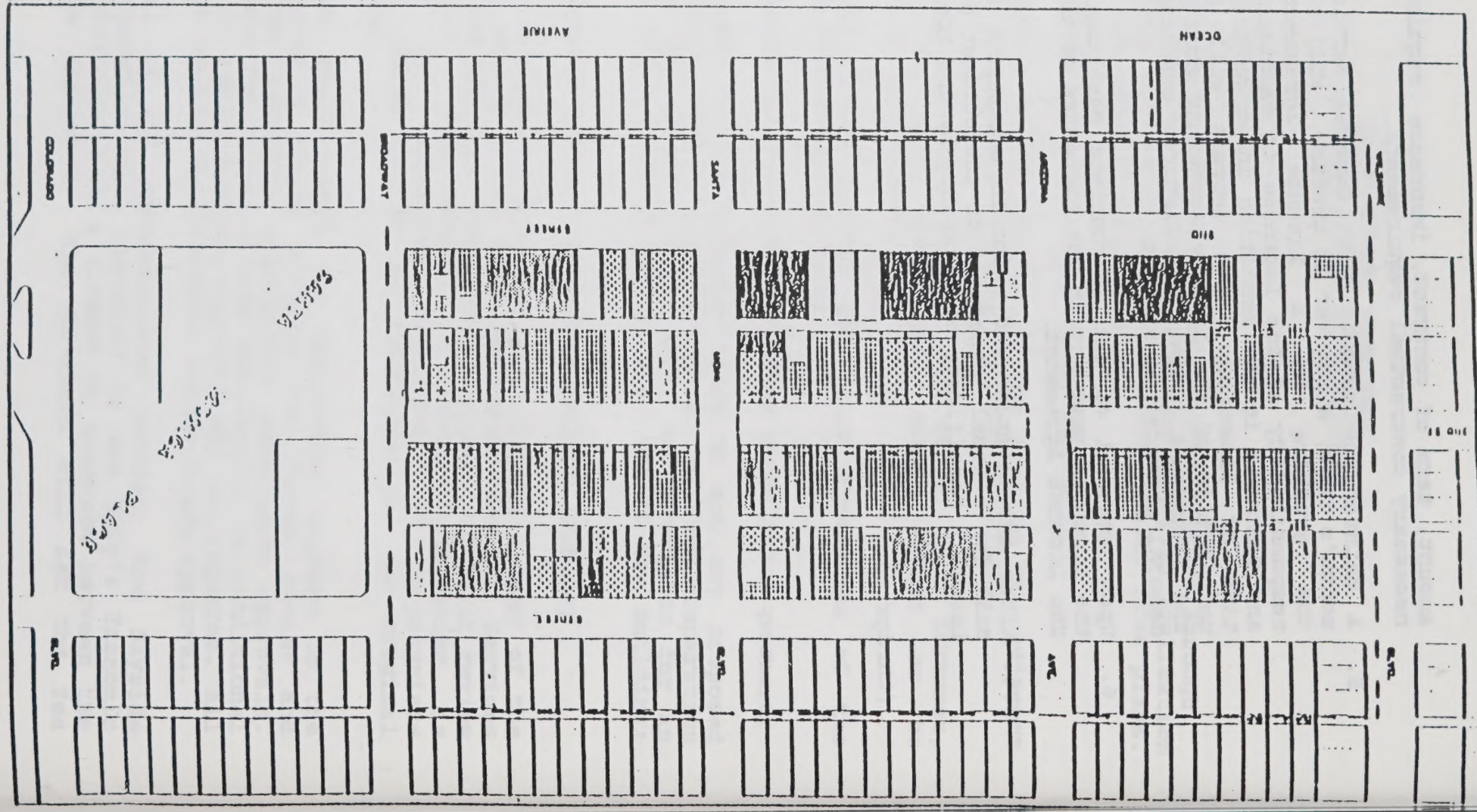
5. A maintenance deposit with General Services of $500 or 1 month's rent, whichever is greater, will be required with the granting of a License Agreement. It is the responsibility of the Licensee to maintain Promenade paving and fixtures in the condition in which they are received at time of licensing. The deposit will be refunded upon termination of the License Agreement after an inspection of the Promenade paving and fixtures condition by the City's General Services Department.

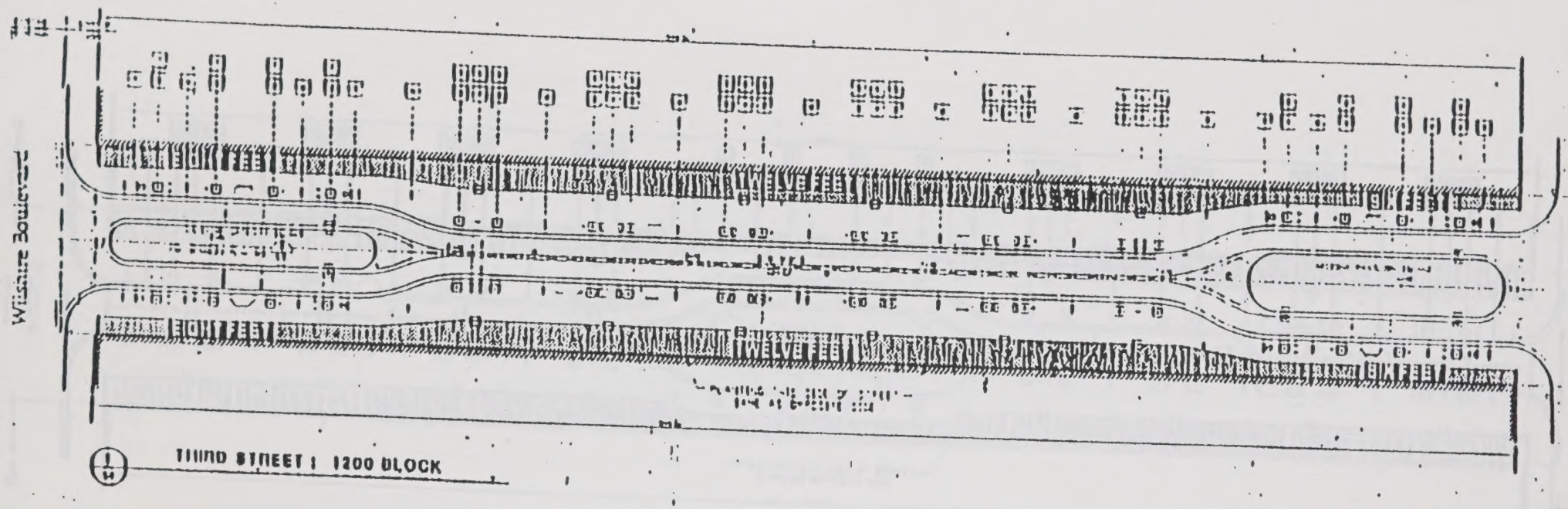
6. Upon approval of all appropriate departments and agencies, the Licensee must obtain the signature of the City Manager on the License Agreement.

7. After installation and prior to occupancy, the Licensee must call for a final inspection of the outdoor dining area and be issued a Certificate of Occupancy by the Zoning Office.

(thrdprom)

BAYSIDE DISTRICT AREA

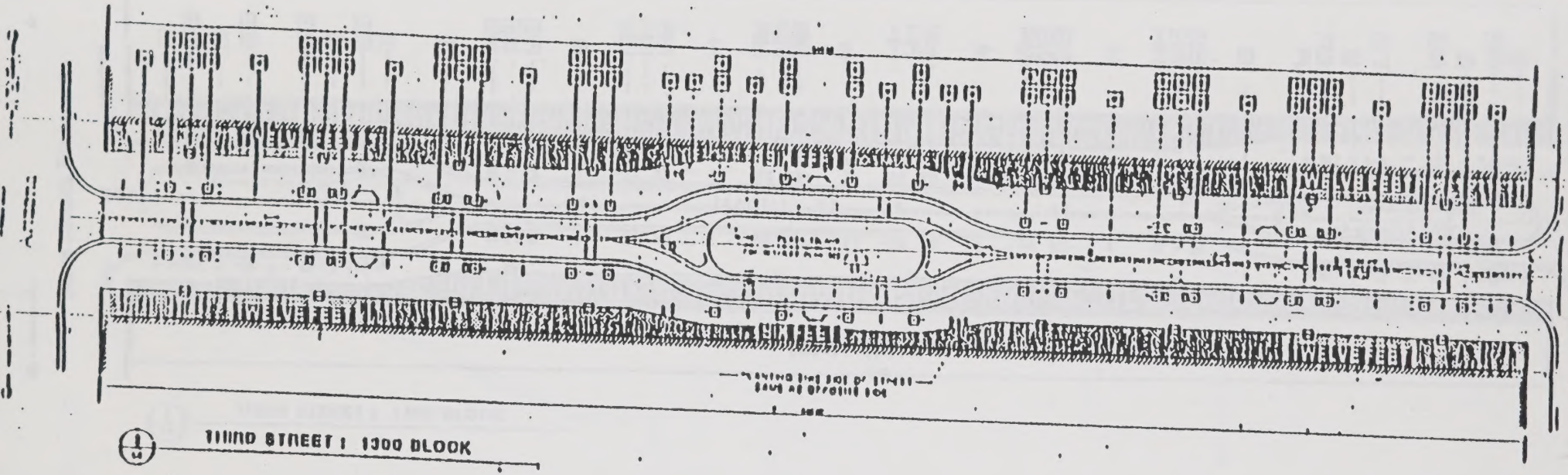




Barrier Detail:

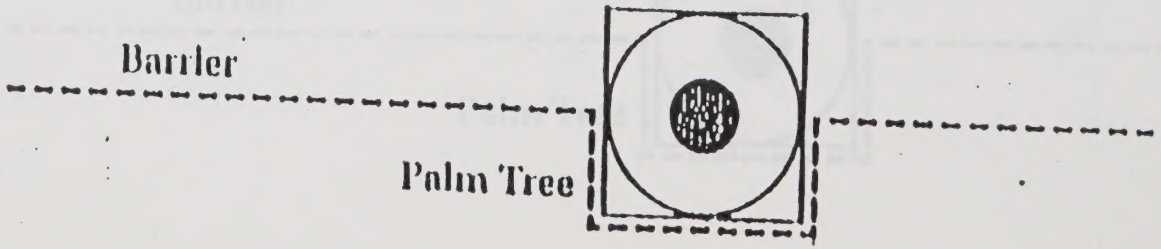
Promenade

Outdoor Dining Area

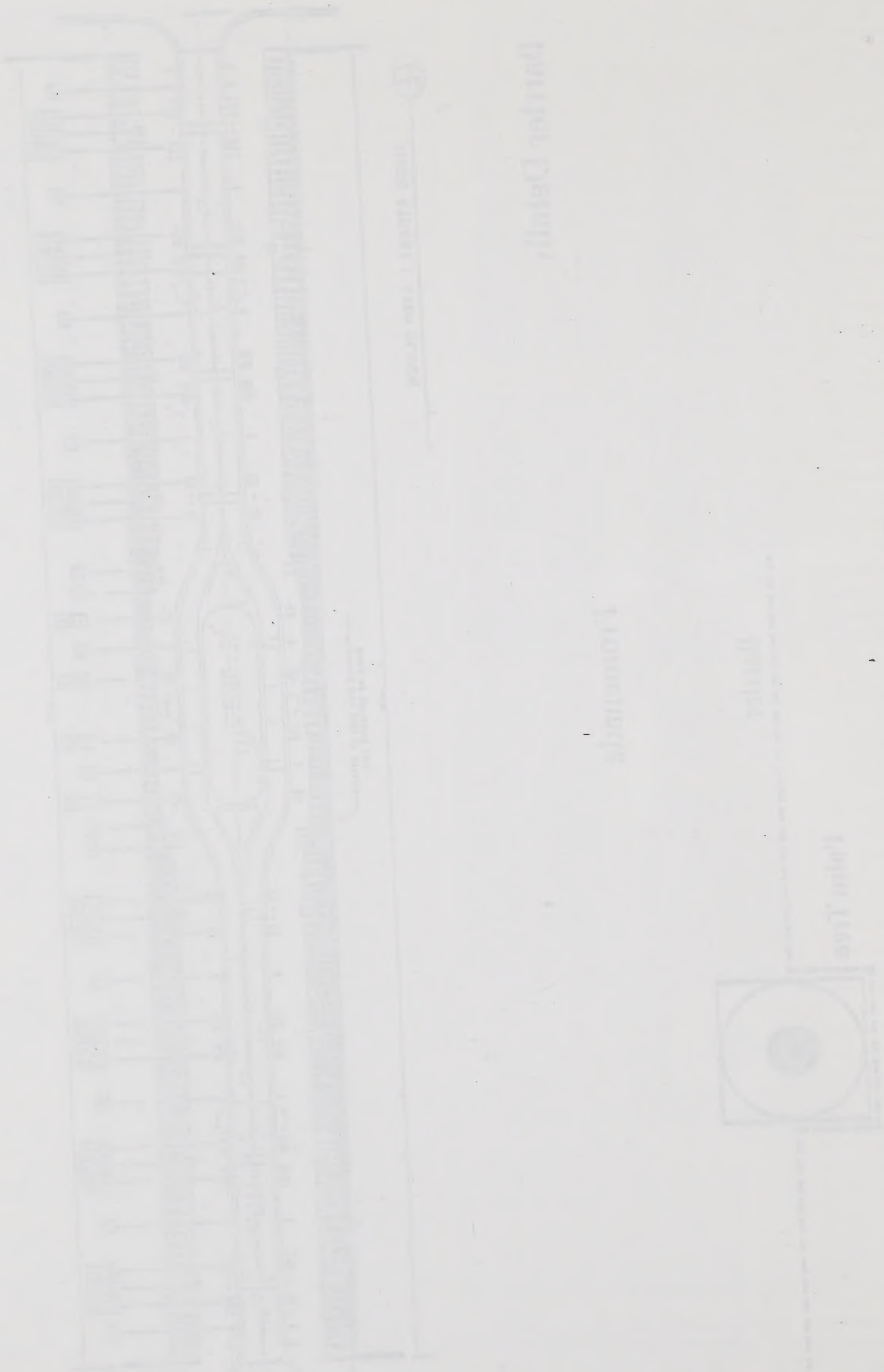


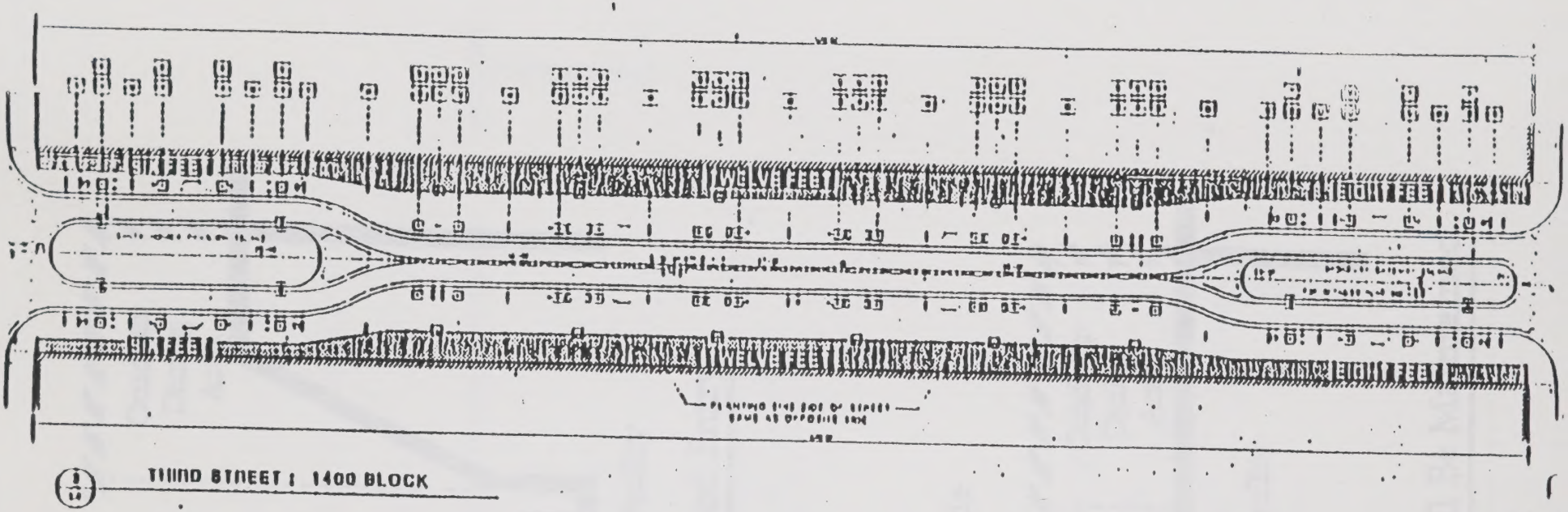
Barrier Detail:

Promenade



Outdoor Dining Area



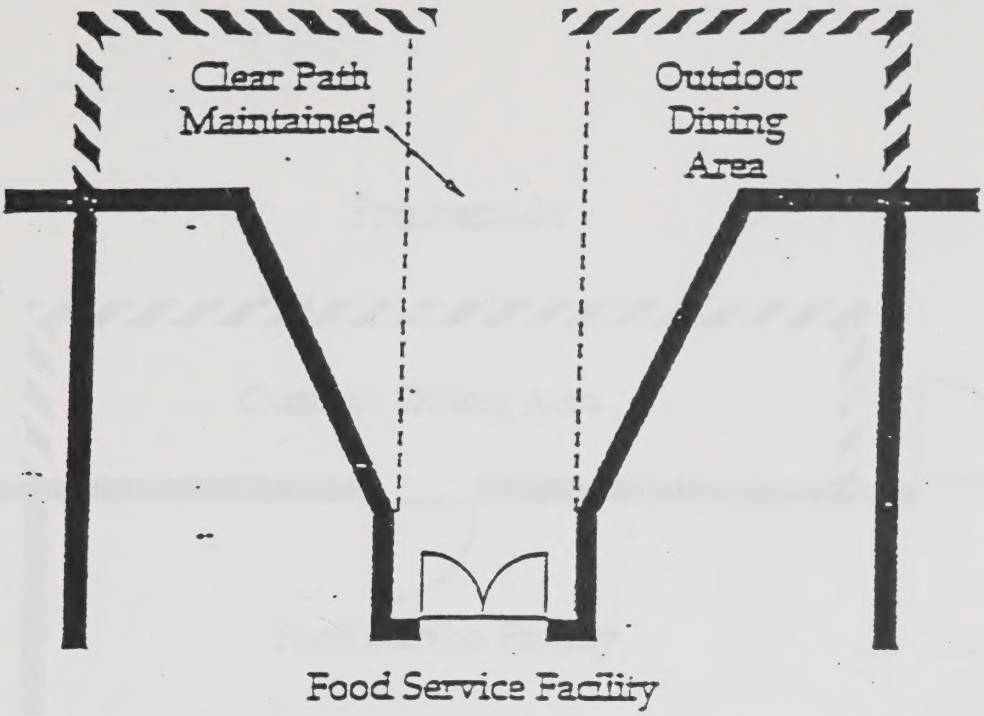


Barrier Detail:

Promenade

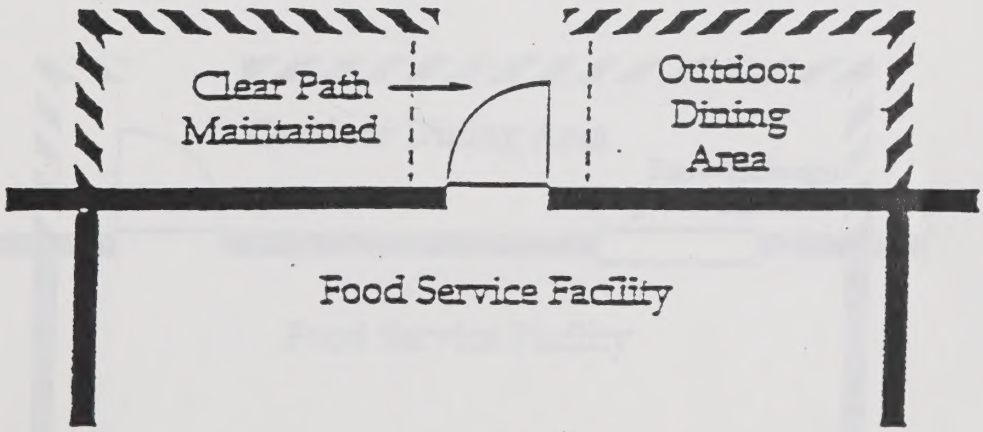
Outdoor Dining Area

Promenade



Cafe At Recessed Entry

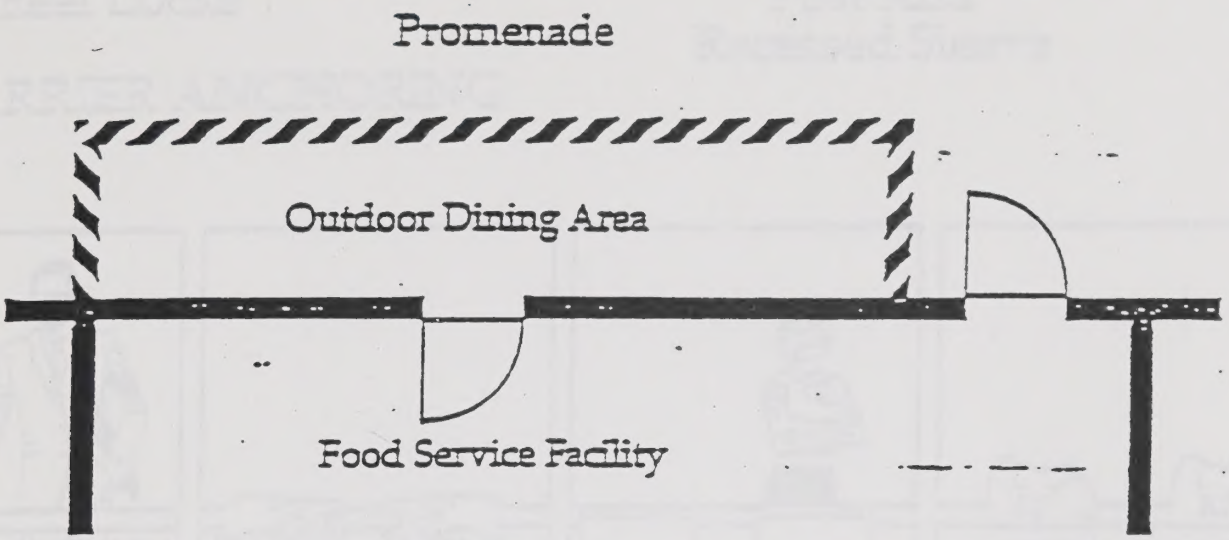
Promenade



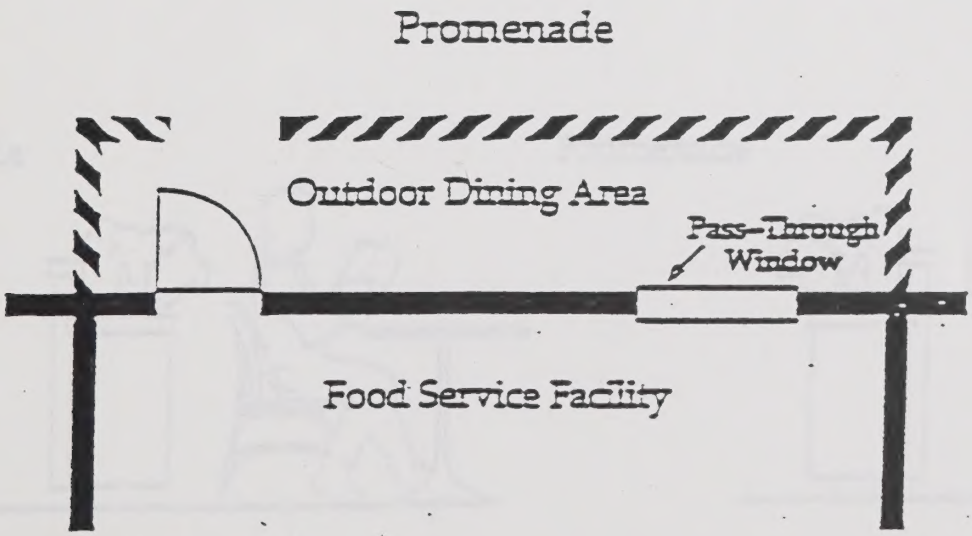
Clear Path To Entry Shall Be Maintained

Illustration E

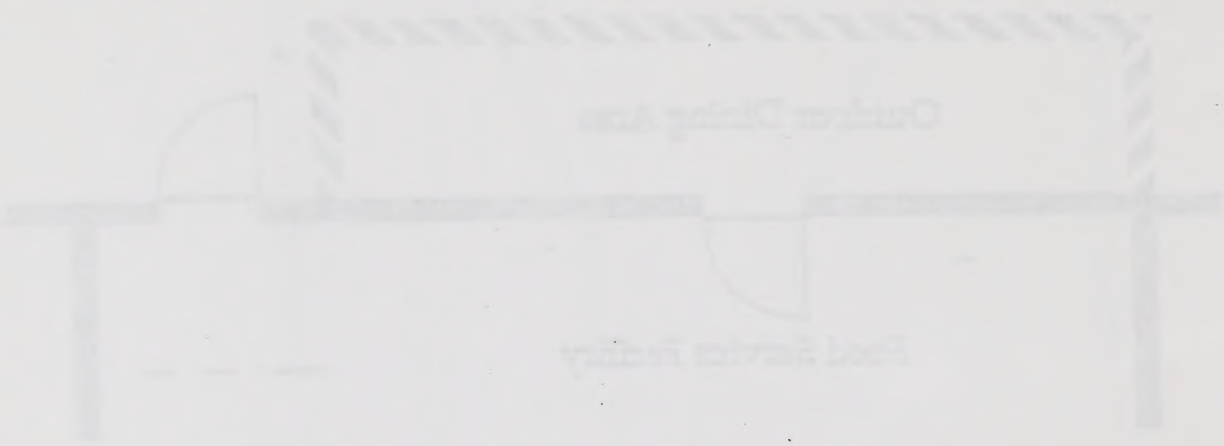
BARRIER LAYOUT

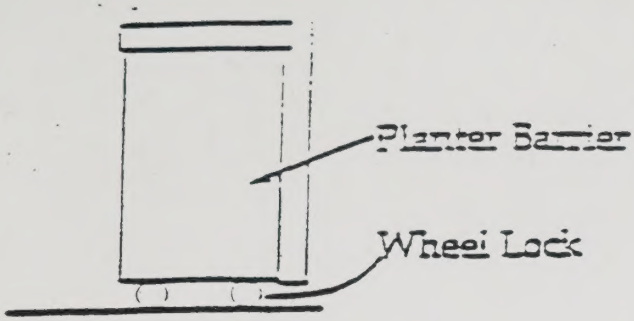


Controlled Access To Alcohol Serving Facility
A.B.C. Recommended Layout

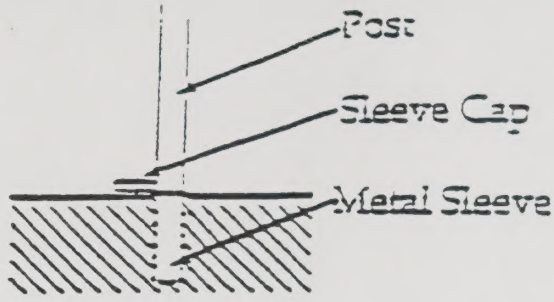


Pass-Through Window Shall Be Permitted



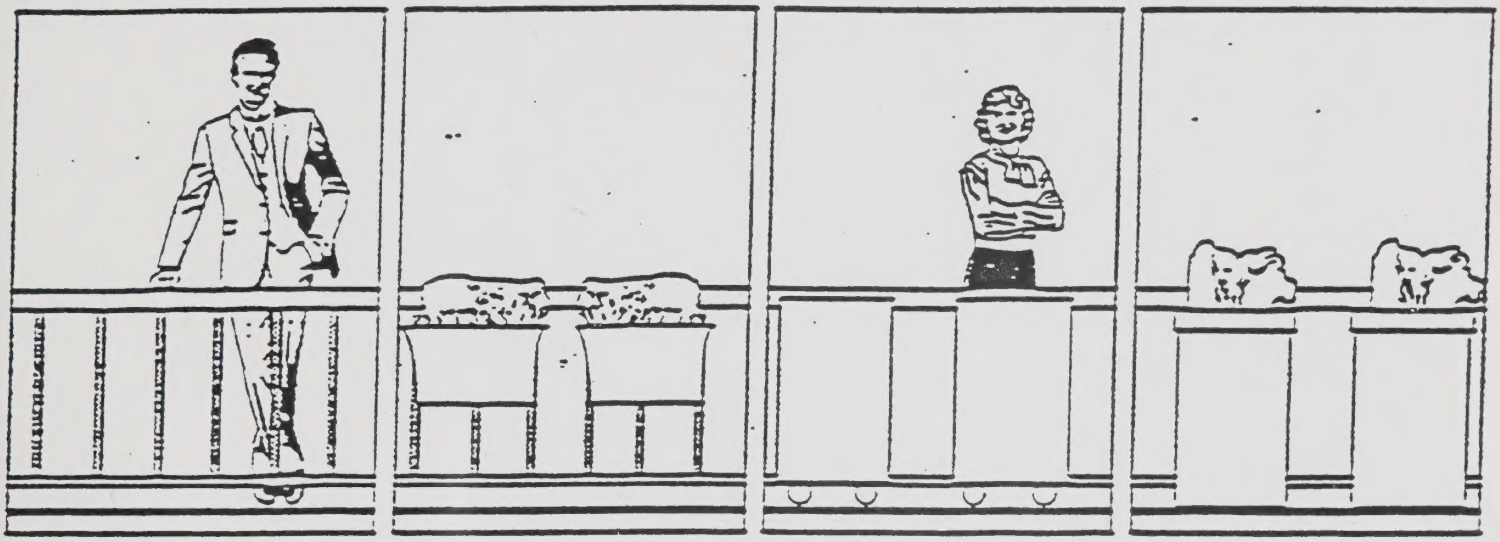


Wheel Locks



Post And
Recessed Sleeve

BARRIER ANCHORING



BARRIER EXAMPLES

Promenade

Promenade

PLANTER BARRIERS

Illustration G